MacDirectory

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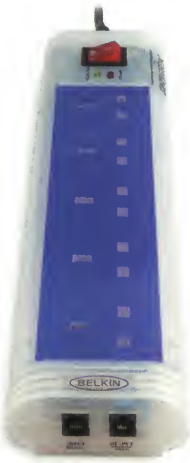


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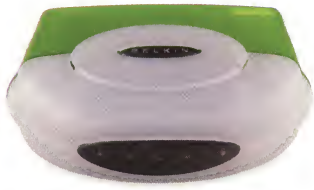










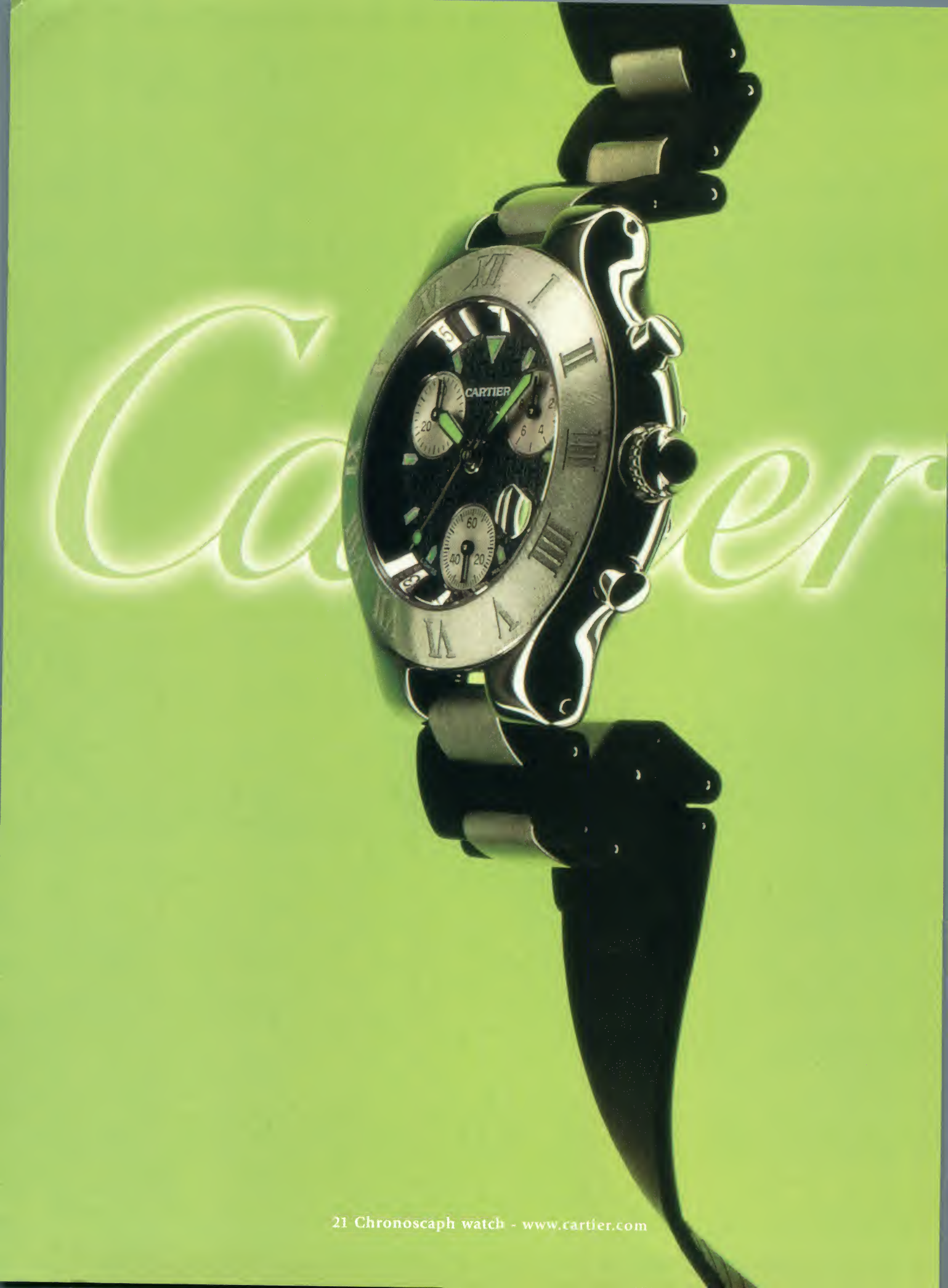




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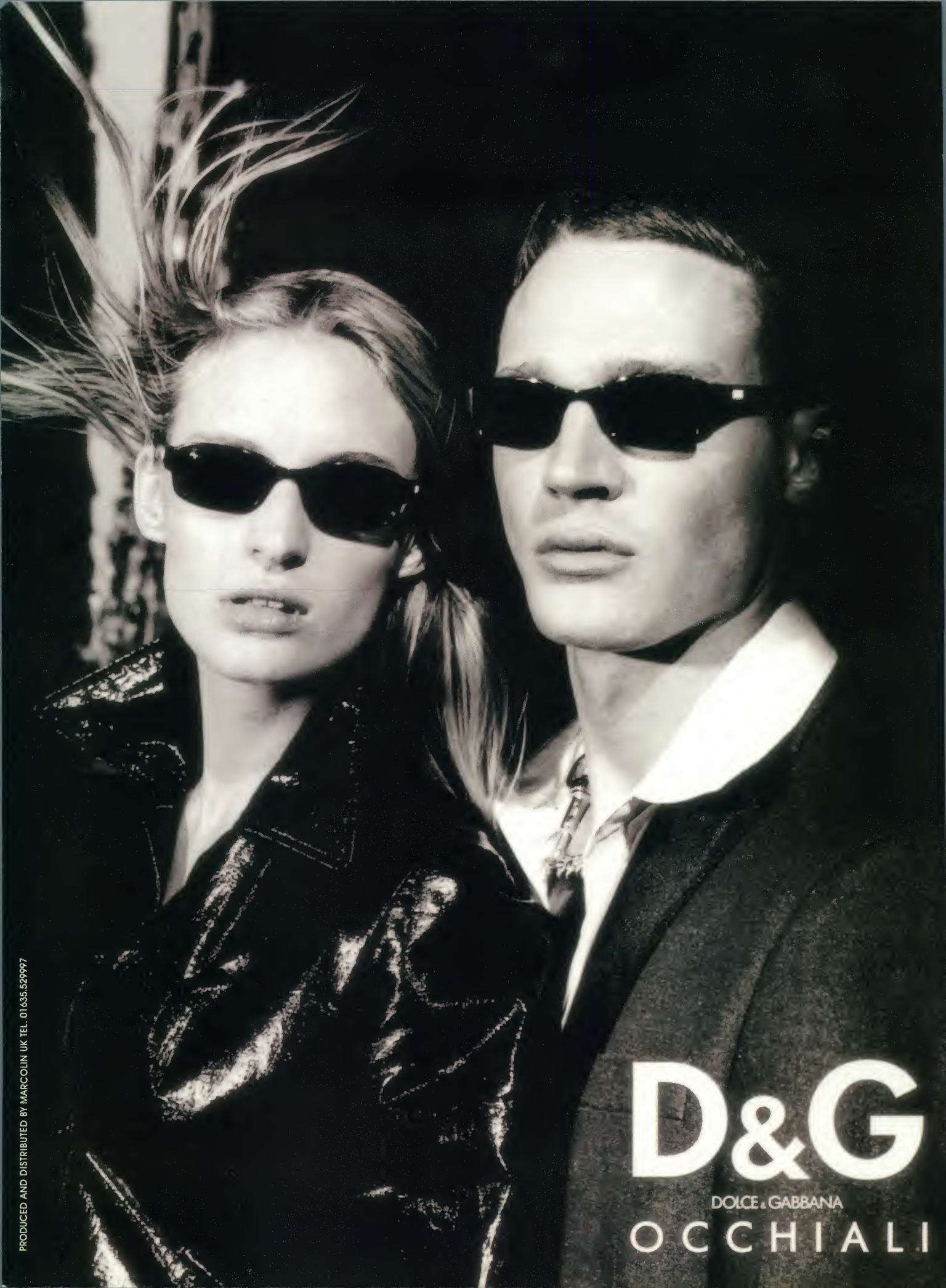
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MACDIRECTORY SPRING 2000 COVER

MACS IN ALASKA

Last Cover > I am glad that you included a model on the cover of your last issue with an interesting look. I am tired of seeing the "perfect" face on cover of magazines. I liked the movement of her hair how your magazine incorporates fashion with technology. The model looks at the Powerbook helping define the link between design, beauty and fashion. MacDirectory has set itself apart from all other computer magazines. Keep up the innovation!
Caroline Martinez, NYC

Looking at your past few covers, beautiful and inspiring as they all are, it made me reflect on one thing: the direction of MacDirectory seems to focus on the humanity component of the Macintosh industry making MacDirectory the most exciting Mac magazine that I have ever read. The magazine quality is distinctly reflected on both the design (layout, photography, paper) and the thickness of your last few issues. The buyer's guide that you include in MacDirectory is the best I have seen - complete and useful. I can only hope that you continue to grow!
Matthew Marks, NC

Jewel Interview > I enjoyed your article on Jewel in your "Closer Look" section. As usual, Jewel inspires me and her new book promises to be intellectual and poetic. She is a rare breed - a celebrity who lived in her car and sustained herself on peanut butter and carrot sticks. Jewel is a queen of celebrity who knows her reason and purpose. The MacDirectory interview was refreshing, illuminating and an interesting comment on this true diva's technology background and involvement with Macs.
Nicole Joasky, CA

Macs in Fashion > Thanks for paying attention to the production aspect of Fashion shows. As a producer for fashion shows in Milan, New York and Paris, I was happy to see the kind of representation you provided to your readers. The involvement of Macs on the runaway clearly shows that Macs are the computer choice for designers and producers like myself. It shows that Macs have come a long way! Bastal
Alex Armhem via Internet

Steve Jobs' iPlane > In my opinion, Steve Jobs did not deserve any kind of a bonus, turning out high speed computers with toy keyboards and mice. Yes, he has done a lot for Apple in the United States but there is very little Macintosh sales and support in the UK. Maybe he can use his plane, come for a visit and see it for himself.
Ronand Berven, London

Big Is Definitely Better > Your last issue had more reviews, more articles, more pictures, more listings and more pages! After reading the last issue, I had to lie down for a little rest. With all the reviews and articles, I felt exhausted just flicking through this cool issue. So why am I writing this? I am looking for more! Keep it coming baby ...! *Anonymous, via Internet*

MacDirectory Design > I am a Mac fanatic and I recently bought your last issue in TowerBooks. I carry it everywhere because your buyer's guide has all the products and services I need for my Mac. I am also a graphic designer and I had never considered designing for a Macintosh magazine until I saw your last issue. Looking for help? *John Bringman, CT*

MP3 Review > MacDirectory's review on MP3s was excellent. MP3's are definitely the up and coming trend online. As an Internet search term, only the word "sex" rivals it! I enjoyed your article because it provided me the information that is hard to find, especially for Mac compatible MP3 players. It seems that every time you pick up a newspaper or magazine, or read an online article, MP3 is mentioned. Glad you guys helped me understand everything I needed to know.
Clark Jones, IL

Directory Design > I really love the design (of the Spring issue). It's beautiful.
Lorin Rivers, REAL Software, TX

I received the copy of MacDirectory today. Your publication is a piece of art! It oozes style and quality in photography, layout, copy and editorial tone. Really, I was quite impressed.
Del Penny, Media Management Systems, CA

Macs in Alaska > The story you guys did on Macs in Alaska with the pictures was really cool. Although I live in a big city, it would be romantic to be out in the boonies snowbound with only a Mac and the frosty slopes."
Cheers, Vanya Gooden, Albany, NY

Woz Back In The News > Your flash back on Steve Wozniak was to die for! A visionary man that started Apple back in the 70's deserves so much credit. MacDirectory deserves a big applause for bringing him back to the spot light! His involvement with music was also interesting and educational. I was just hoping that you would placed a more pictures of Steve!
Linda Loransky, NH



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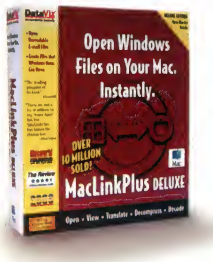
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MacDirectory

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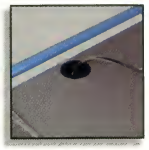

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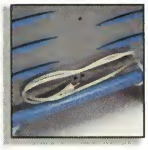

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PenMac

PenMac was a tablet-size device based on a Sony CD-ROM electronic book product. Code-named **Folio**, PenMac had a flat surface which had a very slight radius across the plane, integrated styles, a CD-ROM drive and an infrared data terminal. Designed by **Masamichi Udagawa** in 1992.



Apple Design > Jonathan Ive, the Director of Apple's Industrial Design Group (Idg), once said "At the highest level design is considered a core function, as important as hardware and software development." This statement emphasizes the strong graphic identity of Apple Computers. Until Apple, Silicon Valley never thought of attention to shape, color and detail. Or, as former Idg Director Bob Brunner put it: "The first time I saw the IIc in person, with the monitor cantilevered over the CPU with the little brick-shaped Scribe printer sitting there, it really hit me."

The design culture at Apple is second to none in the computer industry. While much emphasis is placed on technology and the financial figures, Apple has excelled in design. During the past two decades, the creative forces at Apple have presented a unified corporate style that eschews the Southern California high tech look. Apple is a harmonious combination of good strategy and sound aesthetics.

Much has been made of the strategy, but what about the aesthetics? And of those aesthetics: What about the devices that might have been? As Paul Kunkel writes in his masterful coffee table book "Apple Design," Apple's projects which never saw the light of day comprise a sort of "shadow history" of the company. Ironically, the "shadow" history is strikingly visual. MacDirectory presents here some of these wonderful devices as what might have been or perhaps one day might well become.

BoomBox

Designed by **Robert Brunner** and **Ken Wood** on November 1989, BoomBox was a transportable computer concept using components from the Macintosh LC system. It was designed for the educational market and entry level users.



Pomona

Just as Steve Jobs had done with the original Mac, designer **Robert Brunner** integrated the CPU box, display, drives and keyboard into one design. Brunner implemented a range of new materials including polished metal, wood veneer and unconventional finishes. Pomona was designed in 1993.



Figaro

Concept for a smaller notebook-size personal digital assistant by **Robert Brunner** in 1990. The design provided easy mobility, infrared sensors and the ability to write directly onto its screen. Right-handed users can use the screen in portrait mode while left-handed users can rotate the screen 180 degrees.





AppleSeeds

Mobile directional finder guide which allow users to find the shortest route between distances. It also includes a cellular transmission to collect messages, calculator and a personal schedule system. Concept designed by **Gavin Ivester, Larry Barbera** and **Tom Jacobson** in December 1990.

Apple IIp

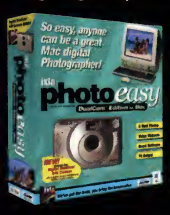
The Apple IIp portable computer concept was an enclosed case with a centered trackball and palm rests, battery case, hard disk drive, floppy disk slot and an easy to carry case format. Designed by **Mark Pruitt** in 1989.



SPECIAL THANKS TO **RICK ENGLISH**. RICK IS A PHOTOGRAPHER AND VIDEO DIRECTOR WORKING WITH PEOPLE AND PRODUCTS. HIS CLIENTS INCLUDE DESIGN FIRMS, ADVERTISING AGENCIES, MAGAZINES, AND CORPORATIONS WORLDWIDE. HE HAS WON NUMEROUS AWARDS, AND HAD SEVERAL ONE-MAN EXHIBITIONS OF HIS PHOTOGRAPHS FROM ASIA, CUBA, EUROPE, AND RUSSIA. APPLE DESIGN, A BOOK TRACING THE HISTORY OF DESIGN AT APPLE AND FEATURING RICK'S PHOTOGRAPHY, WAS PUBLISHED IN 1998 IN AMERICA AND JAPAN BY GRAPHIS PUBLISHING. HIS BOOK ON THE APPLE I MAC WAS PUBLISHED IN APRIL OF 1999. RICK ENGLISH PICTURES' STUDIO AND DIGITAL EDITING FACILITY ARE LOCATED IN PALO ALTO, CALIFORNIA. CHECK OUT RICK'S WEB SITE AT WWW.RICKENGLISH.COM.

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Baroness

MacDirectory's tech goddess

Q: Hi your ladyship. Sure glad you're a woman. We have a brand spanking new blue iMac. Lots of fun! How do I defragment it? Can you give me more info on the AppleWorks?
Janet Desroches

A: Darling, We love to help any Mac users. Defragmentation of the hard drive is not necessary today since the capacity of a hard drive is much bigger than it used to be. When the hard drive has used up to 80-90% of its capacity, you may consider defragmentation. Your brand new iMac has plenty of space left, so don't worry about it.

Now in regards to AppleWorks...this application has many features built into it - Word Processing, Drawing (for desktop publishing), Painting, Spreadsheet (for special calculations) and Communication. It is a powerful program if you use it to its maximum capabilities. Most users don't even know AppleWorks can do decent desktop publishing. I once showed Mac users a desktop newsletter created by AppleWorks and PageMaker for the comparison and nobody could tell the difference. It's all up to your imagination to create desktop products. There is an online manual in PDF format in the AppleWorks folder and there are several books available for AppleWorks, formerly known as ClarisWorks.

Q: Hi Baroness, I recently had AOL installed in my Mac. I got rid of it and was trying to install another isp provider which uses ppp. I had a problem with my modem dialing the area code when I did not need it to. So I deleted the files and started all over only to find that I had no modem connection and regular system crashes! Please help me. **A humble servant**.

A: Dear servant, it sounds like you have done some damage to your system Folder. You need to install a new System Folder from Mac OS CD. Then, you should set up PPP or Remote Access for dialup and TCP/IP for Internet access.

You need to insert Mac OS CD (or System Install CD). Then, restart and hold down C key immediately until a smiling Mac appears. This step will force your Mac to start from the CD instead of the hard drive. You will see the CD above the hard drive at the desktop. Start Mac OS Install (or System Install) and select Clean System Install (new System Folder) in one of the Option buttons or press Command, Shift and K if you are installing System 7.5 series. Continue installation and restart. Your Mac should have a new System Folder. Note: If you clean install your system, make sure you back up your files!

Q: Dear Baroness. I have an iBook running OS 8.6 with 32 Mb of RAM... and have installed the same printing software that I use with my iMac (software to print to my USB Epson 740). However, when I open the chooser and click on the 740 icon, a message appears that says "The printer/modem port that you want to use for the SC740 is not available because appletalk is selected, or another application is using the port." I am stumped. Can you please send some of your good wisdom this way?
R.P Cotten, IL



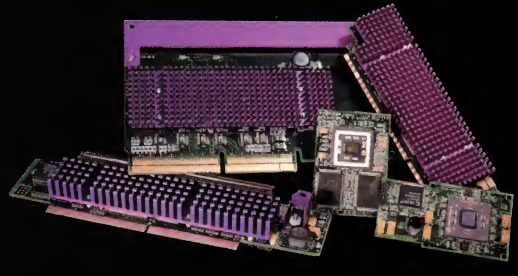
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A: Darling, try these steps. The iBook comes with Palm Desktop software. It can cause the problem you are having.

1. Next to the clock in the menu bar, you will see an icon indicating Palm Desktop. Click to select Setup in HotSync. HotSync Software Setup window appears. 2. Click Disabled in HotSync and uncheck the box in HotSync Options for Enable Hotsync software at system startup. Close the window and restart. 3. Open Chooser and click SC740 icon. You should see the USB printer.

Q: Ah Baroness, I am grateful for your presence. You have helped me in the past, and I hope you can come through for me on this one.

I am having AT&T cable modem service installed on my Performa 6320CD. I got the necessary Ethernet card (from Sonic) and now find a potentially nasty Catch-22 type conflict. The Ethernet card requires that Appletalk be turned on. But my printer (color Stylewriter 1500) requires Appletalk to be turned OFF. It would be a moderate hassle to have to switch things in the Chooser and Restart every time I wanted to go online or print. Is there an Appletalk version of the driver for this printer? Is there another solution? Thanks in advance, **Jonny Summers, CA**

A: It seems like a Catch 22, but there is an easy solution. Remove the internal modem which you no longer need so that the modem port will be available for StyleWriter 1500. If the modem port is capped with a plastic, you should remove it when the modem is taken out. Then, open the Chooser and click CSW 1500. Click Modem port icon instead of Printer port icon. You are set to go.

Q: Hello Baroness. I hope you're not like Baroness Thatcher- she's horrible and quite mad too. You see, I'm going to university in the summer and want to take a laptop with me. I thought an inexpensive little 540 colour powerbook would be ideal for internet and essay writing duties, but I'm now confused about connecting it to the family 350Mhz iMac, which I'd need to do to transfer CD software. I know iMac's got a 10base-T ethernet thing but can this be friends with the 540's "AAUI" type socket? Not that I know what that is you see, I just read it on the internet. Anyway, I hope you can advise me. Thanks, **Adam, SC**

A: Setting network between two Macs is not difficult. You need two things. 1. Ethernet crossover cable 2. AAUI-10BaseT transceiver (Asante and other vendors). If you have a new Mac system, you will only need the cable.

Plug the one end of the Ethernet crossover cable to iMac's Ethernet port and the other to AAUI transceiver. Plug the transceiver to AAUI port on PB 540. Turn iMac on first, then, PowerBook. Now, you need to set up File Sharing.

1. Open File Sharing control panel in iMac. Enter name, password (you can keep it blank), and iMac name. Click Start button. 2. Open AppleTalk (or Network) control panel in PowerBook. Select Ethernet as the selection instead of Printer/ modem port. Close the window. Open Chooser and click AppleShare. You will see iMac appear in the server list. Double-click it and enter name and password (you entered them in iMac). Click Connect. Double-click on Macintosh HD (the name of iMac's hard drive). Now, iMac's hard drive appears on the desktop. It is like using a floppy drive.

Q: Hi Baroness...After clean installing OS 9, Sherlock 2 worked a few times but now all i get is unexpected application error type 2. I have re-installed OS 9 again and it keeps doing the same thing. By the way I have an iMac DVSE. I have recently left the bad world of Wintel, to a not too stable Mac environment. I hope you have some words of wisdom for me. Many thanks, **Medford**.

A: Dear Medford, try following. Open Apple Menu Items folder in System Folder. Locate Sherlock 2 and click it once. Select Memory in Get Info at File menu. Memory window opens. Add 1000 to the Preferred Memory Size. Close the window and try Sherlock 2.

Q: Dear Baroness, I have just installed a DSL line. My three Macs--G4, Quadra 800 and Centris 7100--are on ethernet via an Asante hub. I would like all of them to have access to the DSL line simultaneously. 1. What software do you recommend for the proxy server? 2. How do I configure the three systems to run as desired? 3. Can I also run a Wintel machine on this network (yes, the hub supports this) so it can use the DSL line and, if so, how do I do this? Thanks and may this "modern day Ann Landers" help me solve these naughty problems. **Greg, NY**

A: Sweet little Greg, there are two solutions - hardware and software. I usually recommend the hardware solution since it is simpler than the software solution. You can try software solution first since you can download the evaluation copy for free. You need the second Ethernet card in Mac which acts as the router if you are using a software router. Hardware Solutions: DSL routers WebRamp (www.ramp.com), XRouter (www.macsense.com), Prestige 310 (www.zyxel.com), Netopia Router (www.netopia.com) Configurations are done through the browser or communication program. Certain routers require serial cable adapter (from PC to Mac) such as one used for the Palm Pilot. Software Solutions: IPNetRouter - download from www.versiontracker.com ($90) Internet Gateway - www.vicomsoft.com ($215).



Eyebrows are being raised. MacDirectory's new Matron Saint, The Baroness is now providing fierce free support, be it technical or personal to Mac users around the world. Perhaps you've seen her around. Her film credits include Pictures of Baby Jane Doe and The Lunachicks. She has also been seen on the little screen on FOX in New York Undercover, in Cyndi Lauper's remake video of Girls Just Wanna Have Fun. She also appeared on the fashion pages of Italian German and French Vogue as well as L'Uomo Vogue. To speak with The Baroness, go to: www.macdirectory.com (go to tech support section)

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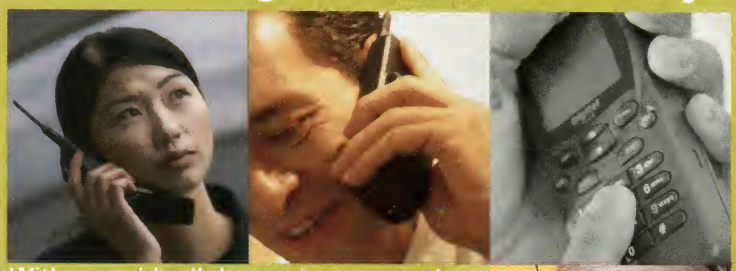
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Hand**Held**Vices

SMALL, POWERFUL AND HIGHLY ADDICTIVE HAND HELD DEVICES. TO PALM OR NOT TO PALM, THAT IS THE QUESTION...

A few months ago, I started a new job as a Producer for an educational web site. Something of a start-up, our staff quickly grew from five to ten to, well, about three hundred, and of the twenty or so folks in my office, I quickly noticed a trend: About half of them had Palm Pilots hooked up to their desktop computers, and half didn't. Being in the half that didn't, I found myself spending free time querying those who did: **"Should I get one? Does it make work easier? What cool things can you do with it? Ever tried the Handspring?"**



Text by Noah Kravitz
Images by Issac Landaeta

Being someone traditionally not so good at keeping track of schedules, meetings and to-do lists (*call me a Creative, thanks*), I wondered if having an electronic gadget to remind me of deadlines and appointments might actually be a good thing in addition to satisfying my oh-so-trendy technolust. So after spending a few weeks with a few Palm OS devices, here's what I found out...

PDAs, PIMs, and OSs

Personal Data Assistants (*PDAs*) come in a few flavors, all of which run relatively similar Personal Information Management (*PIM*) software. PIM software provides your PDA with functionality for calendars, scheduling, contacts management, to-do lists and other applications you might want to have a handheld computer for. The only kind of PDAs you really need to worry yourself with are those that run the Palm OS. This is true for a few reasons. First off, the Palm OS is the dominant operating system in this newly emergent market.

Now, as Mac users, you should immediately question that as a valid reason for adopting a platform, so I'll explain myself a little further. Palm OS has something like three-fourths of the market share. Windows CE (*now going under some new Moniker*) has most of the rest, and a few upshot OSs live and breathe in the remaining nooks and crannies. What this means is that in an industry just starting to catch fire, most significant hardware/software innovations are going to come to the Palm platform sooner or later. All of them, really. Beyond that, of the major players, only Palm OS devices support Macs. If you like, check into PDAs by Casio, HP and Research and Motion. Drool awhile over RIM's Blackberry-based wireless PDA's with built-in keyboards. Then come back and read on about the Palms, because unless something changes between my writing this and your reading it, those other PDAs just won't talk to your Mac.

That having been said, PDAs come in two basic flavors: Wireless and unwired. Unwired PDAs let you enter information directly, sync information with your Mac, and even download information from the Internet via your Mac. Wireless devices (*like the Palm VII*), provide for mobile linking to the Net, which opens up a whole new dimension to the notion of "handheld computing." It's like this: an unwired PDA synched to an Internet-connected Mac will let you download news, emails and other information as static, read-only text for you to consume. Interaction with the rest of the cyberworld requires re-synching at your desktop.

A wireless device, on the other hand, is a dynamic machine. Get "instant" news, sports scores, stock quotes and the weather. You don't just read your email but you can reply to it as well. The unwired PDA may let you check on movie times, but the wireless device will let you buy your ticket, too.

Simply put, the future is wireless, and your PDA should be, as well. Palm recently announced plans to make their entire product line wireless. Web-enabled cell phones (*while still years behind their counterparts in Asia and Europe*) are becoming more functional and practical. The future of computing isn't about waiting until you get back to your desk to retrieve updated information — the future of computing is about on-demand, instant info, all of the time, wherever you are. Do we need so much information crowding our airwaves, brainwaves and personal time? The marketplace seems to think that whether utopian or dystopian, wireless is where it's at.

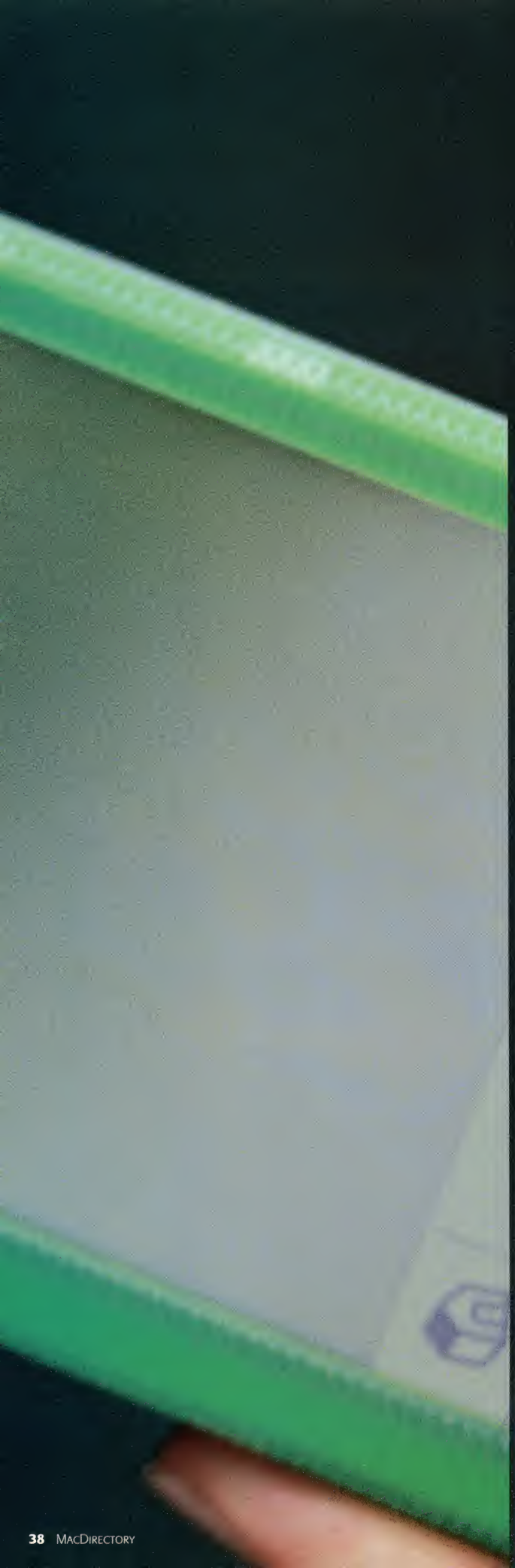
Whether a Palm or a Handspring to be?

I got the chance to play with three Palm OS devices for this review, the **Palm V** ($329, *www.palm.com*), **Palm VII** ($449 plus monthly wireless access fees, *www.palm.com*) and **Handspring Visor Deluxe** ($249, *www.handpsring.com*). The Palm V and Visor Deluxe are unwired devices with expansion capabilities, and the Palm VII comes ready out of the box to wirelessly connect you a Net's worth of information. Also tested was the **OmniSky** (*for the Minstrel V wireless modem, plus monthly access fees, www.omnisky.com*), a modem that snaps on to the back of your Palm V, providing Palm VII-like wireless capabilities. While wireless expansion modules are purportedly in the works for the Visor Deluxe, none were available in time for this review.

In a nutshell, the Palm V is the PDA of choice for hip, sleek executives everywhere. The Palm VII is version 1.0 of a technogeek's dream of portable computing realized. And the Handspring Visor Deluxe is the first of a new wave of PDAs that are cost-effective, built with expendability and available in a range of iMac-inspired colors. Which one is right for you? That's basically a question of money & style.

All three devices run the Palm OS, so they all do basically the same things. Built-in software and commercial, freeware and shareware apps -- give you countless ways to organize your life and pass the time. Date books, contact managers, finance managers and other programs to help you manage small-scale information are readily available to keep you organized on the go. The Palm OS comes with versions of these programs pre-installed, and they all work very well. Games ranging from arcade classics to Scrabble to "Doom"-style shoot 'em ups are readily available for your portable pleasure, and a new wave of information-retrieval services, led by AvantGo (*www.avantgo.com*), allow you to read news, sports scores, stock quotes and most everything else you can imagine on your PDA. Portable text porn is even available at *www.palmstories.com*. Palm VIIs and Palm V's equipped with OmniSky (or another wireless modem service) can call up said information on the go via wireless IP networking. Both devices are also capable of accessing POP3 email accounts, which is invaluable (and addictive) for the travelling business





Synched with a networked computer to retrieve said information. Hot Synching is the means by which the data on your PDA is synchronized with and backed up on your desktop Mac: All three of the PDAs come with a cradle that attaches to your Mac to allowing for data transfer -- the Visor has native USB support for faster access, while the Palms require an adapter to convert from serial to USB connection. The included Palm Desktop software takes care of *Hot Synching*, and also allow you to enter data into your Mac for uploading to the PDA. This data might be personal information that goes into your contact manager, or it might be news downloaded from the Web via a service like *AvantGo*. While getting the news this way can't provide you with instantly up-to-date information, synching up my PDA before leaving for work in the morning let me read the headlines, sports scores, technology news and Salon.com on the subway without having to carry a newspaper and two magazines in my bag. Handy stuff if your an information addict.

While you're away from your Mac, data can be input by tapping the PDA's touch screen with an included stylus, writing on the screen, or through an optional keyboard. The Palm OS uses a handwriting-recognition system called "Graffiti," which is similar enough to the alphabet you're used to make for a rather small learning curve. Writing on a PDAs screen with your stylus is easy and fun — you're not going to want to write the Great American Novel using Graffiti, but navigating through applications, entering meetings and contact info and even scrawling out the occasional e-mail are all more than manageable on the Palm OS. Foldable keyboards for both the Palm devices (Palm Personal Keyboard, $99, *www.palm.com*) and the Visor Deluxe, Targus Stowaway Keyboard, $99, *www.targuscom*) are small enough to take with you on trips, and work well enough for more extended typing. However, if you're going to be using a keyboard a lot, you're probably going to be doing things that require a full-on notebook computer, and not a PDA.

That having been said, the Palm PDAs have a decided advantage in the touch screen department. For whatever reason, the Handspring model felt mushy when I tapped or wrote on it — the touch screen membrane seemed to be floating a few millimeters above the surface of the display, which made for a slight, if perceptible, difference in feel. Neither Palm suffered from this problem, and the Palm V in particular was a joy to scribble on. In general, the main difference between the Palm models and the Handspring was the form factor. The Palm V is a sleek, sexy device. Thin, curved, done up in matte silver and black, it screams style and technology in the most understated of ways. The Palm VII is bigger, thicker and a little clunky, but its flip-up antenna gives its user away as being mobile online, and therefore an honorary member of The Jetsons. The Visor Deluxe is all about techno-functionality: colored translucent casing, extra memory, Gameboy-esque Springboard cartridge slot for expendability. Unfortunately, it's also significantly thicker and heavier than the Palm V, and has sharp corners where the Palm has smooth, rounded edges. Handspring also really screwed up in making the Visor dependent on AA batteries for power; Palm V's automatically recharged their lithium ion batteries while sitting in their Hot Synch cradles on your desk. This may seem like a trivial point now, but just wait until your Visor Deluxe (or Palm VII, which runs on AAA's and is an energy hog) runs out of juice when you need it most. You'd think that the guys who invented the Palm Pilot would be smart enough to build the newer, better version around a technology as vital as rechargeable batteries.

Handspring was started by some folks who pioneered the Palm Pilot for 3com (*before Palm became its own company*), and what they missed in terms of the Visor's industrial design was made up for in functionality and value. Shipping with 8mb of RAM and a faster processor than the Palm V, on paper the Visor Deluxe is a much better buy than its silver counterpart. The key to the Visor's success lies in development of Springboard modules. Each Visor Deluxe ships with a semi-entertaining golf game Springboard module, and as of my writing this, the most alluring modules available for purchase are extra memory and a 33.6k modem that lets you synch your Visor via telephone (*provided that your desktop Mac has a modem and is turned on*). In the works are all sorts of nifty cartridges that turn your Visor into an MP3 player, digital camera and add

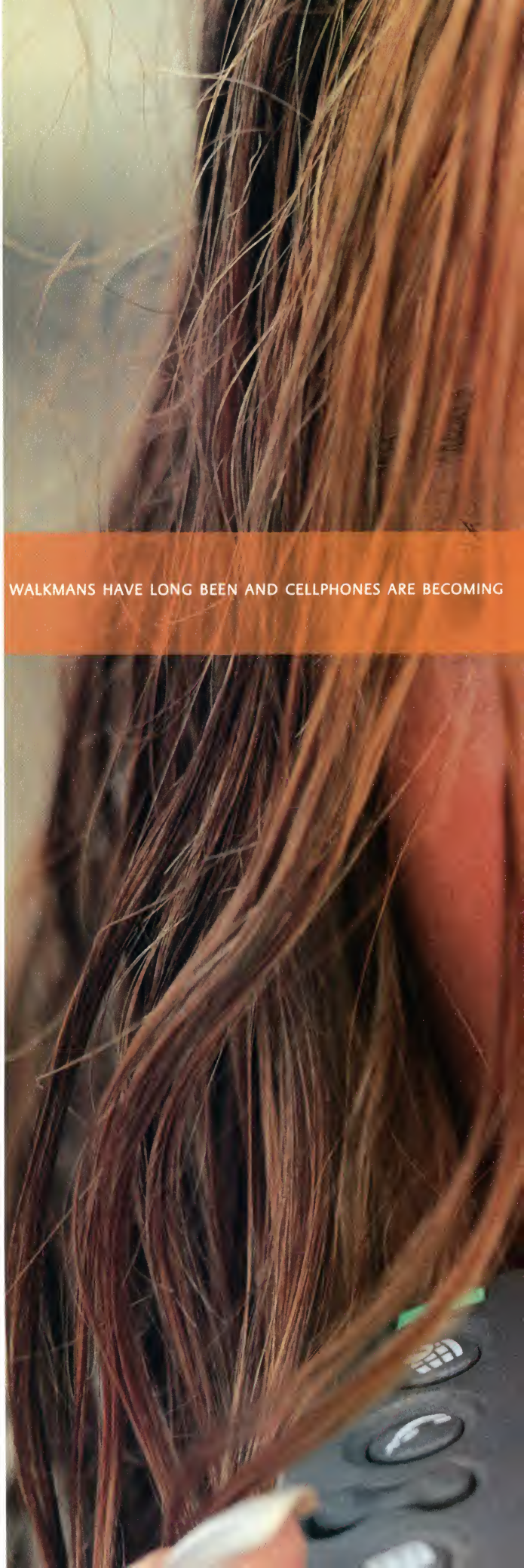




Bluetooth (*wireless LAN*) and wireless web access. A Visor Deluxe with a Springboard wireless web module would be a worthy competitor to a Palm VII or Palm V with OmniSky. Considering that the Visor Deluxe ships with 8MB of Ram (*the Palms come with 2MB*) for around $150 less than a Palm V, a cheap wireless module could turn the Visor Deluxe into a powerhouse. Currently, Palm charges $44.95/month for unlimited wireless access for Palm VII's via palm.net; OmniSky gets $39.95 for their Palm V service. Look for these prices to drop as more companies enter the service arena and Web access for cell phones becomes more commonplace. Much as DSL companies are offering free modems and cell phone providers give away phones when you sign up for service, look for wireless PDA services to hit the market offering free modems and cheaper monthly rates as competition heats up. The emergence of sophisticated WAP-enabled cell phones in the U.S. will also drive the cost of wireless PDA service down.

So What's in my Palm?

My time with these PDAs leaves no doubt in my mind that within a year or two, wireless PDAs will be as commonplace in the U.S. as walkmans have long been and cellphones are becoming. The big question is what form these PDAs will ultimately take. A third-party developer recently announced a snap-on module for the Palm V that makes it a full-functioned GSM cell phone, and this may soon be the trend. Personally, I'd like to have one device that takes care of all of my business needs: Personal Information Management, wireless e-mail/Net access and cell phone capabilities. I don't really want to listen to music or read books on a PDA, but that's just me. Multimedia's another story, and Sony recently announced a forthcoming line of Palm OS devices capable of audio/video playback. Sony has a history of bringing technology to the masses and making it a part of daily life (*the Walkman and VCR being notable examples*), so keep an eye on their product announcements this Fall.



WIRELESS PDAs WILL BE AS COMMONPLACE IN THE U.S. AS WALKMANS HAVE LONG BEEN AND CELLPHONES ARE BECOMING

Meantime, if you're in the market for a PDA, consider the Palm V, Palm VII and Handspring Visor Deluxe. All three provide great information management capabilities, access to the Palm OS and its thousands of software applications, and the capacity for wireless use via built-in antenna or upgrade. If money is no object, get yourself a Palm V (or it's cousin, the Palm Vx, with more built-in memory) and an OmniSky wireless modem. It's the best feeling, best looking solution, and it relies solely on rechargeable batteries. If you want a wireless solution ready to go out of the box, it's the Palm VII you want. It connects you to the Web and e-mail on the go with a simple flick of the antenna. And if it's the best value you're looking for, check out the Visor Deluxe. For $249, you get the fastest, most expandable PDA that can talk to your Mac, run Palm OS software and soon – most likely by the time you read this – will be able to go wireless via a snap-in Springboard module.

What's in my Palm, you ask? Well, all of this playing with PDAs has kept me from doing that new job I mentioned ... so lest I get fired, I'm putting the Palms aside for the moment to try and get some work done!

THE "THINK DIFFERENT" CAMPAIGN DOES NOT WORK HERE. IT SEEMS TO COME FROM AN AMERICAN MIND-SET THAT PEOPLE DON'T UNDERSTAND.

Does Apple understand the European market? Why does Apple do so well in the US and Asia and yet have continual problems with Europe?

For years Apple's strength in Europe has been in decline. The resignation of Apple's European General Manager, Diego Piacentini, brought home the disarray in the House that Steve Jobs built. MacDirectory asked our readers immediately following the resignation about Apple's business conduct in Europe and were surprised with the thoughtful and passionate email response. Here are some of them:

H. McQuirk, Ireland > I am writing as the President of The Happy Mac Club based in Northeast Ireland. I am also a reseller. Furthermore, I am an American who was formerly an officer (Treasurer) of the Kauai Mac User Group in Hawaii and am a long-time Mac consultant.

What is Apple's problem in Europe? I think that one of the worst problems goes back several years when Gil Amelio "downsized" so severely - especially worldwide. The Apple sales office here in Ireland, for example, went from 12 people down to 2: the head of Apple Ireland and the Sales and Marketing Manager. Any momentum that Apple may have had at that time was killed in a flash.

You would think that, once things started to improve, the sales force would start to be restored, but that is not the case. In fact, Apple UK just lost another huge percentage of their staff *(40% is the figure I heard)*. The two people left in Ireland are completely run off their feet and, from where I sit, don't seem to have time to focus on anything except getting to the next appointment. I have been in a similar position before and I have great sympathy for them. It's not fun. So, inadequate staffing is one big factor.

A second one is the advertising program - such as it is. The "*Think Different*" campaign does not seem to work. It seems to come from an American mind-set that people don't understand here. Furthermore, Apple is so far behind that people are not familiar with it. Even if they did understand it, they are not told where to buy or how much or any of those details.

An addendum to the availability problem is the repair situation. Granted Macs are much more reliable than PC's, but they do break from time to time. Getting something repaired here can be a nightmare. I know one man who had to send his PowerBook to Holland for repair (no one in Ireland or the UK is *allowed* to repair them) and he was without it for *five weeks*. Unacceptable.



The Unspoken Fall of **Apple Europe**



WORDS BY MACDIRECTORY READERS
IMAGES BY JONATHAN KAZUALLIS



The Apple Expo "Europe" is a laugh to me if it is a repeat of Apple Expo Paris of last year.

So, access is a big problem. This factor was not helped by the cancellation of Apple Expo Ireland, Apple Expo UK (and however many others) to concentrate on Apple Expo Europe in Paris this September. The last Apple Expo in Ireland was extremely well attended. The head of Apple Ireland at the time remarked to me that the interest was far greater than they expected, yet they've never repeated it (lack of marketing funds, I'm told). Apple Expo UK was hugely popular, as well, with people traveling from all over to go to it. Apple Expo 'Europe' is a laugh to me if it is a repeat of Apple Expo Paris of last year. All the presentations (except Steve Jobs'), all the applications, even the physical differences in the keyboard - all were in French. I conceded that it makes sense if it's Apple Expo PARIS, but not if it's Apple Expo EUROPE.

I couldn't even buy an application there because they were all in French and French keyboards are very strangely laid out. I was afraid that, if I bought something and took it home, I wouldn't be able to use it. So, the Apple Expo in Paris did NOT improve access. It was a lot of fun in spite of the drawbacks, however. Just seeing 100,000 people looking at Macs was brilliant!

Now, the education market: Apple has something like 60% of the education market in America. Here, I'd be surprised to learn that there's 1%. When the downsizing happened, Apple let the educational market slide. Now, almost all the schools have PC's (not that they know how to use them either). In one of the schools where a member of our Mac club teaches, the computer teacher wouldn't let the students get on the Internet because he was afraid they might break something. The only allowed activity is word processing! There's some really crazy things happening here with computers in general.

There's so much wrong with the education market and Apple's approach to it (in the smaller countries, at least) that I could write a book. In America, Apple obviously understands that the children are our future. Why are they not following through here as well?

There are well over 300 million people in Europe - a very comparable population base to the US and Canada. Why would the same efforts and same rules (and budgets) not apply here? It doesn't make any sense to me. And, then, what about the rest of the world which dwarfs the US and Canada AND Europe put together? Are they being treated the same way? I have to assume they are.

Having said that, yes, there are serious issues of language differences, currency difficulties (until the Euro is in use) and diversity of cultures here that have to be dealt with. Other countries have learned ways of dealing with these things. I would like to see Apple and American firms, in general, grow up and decide to share with the rest of the world in a dignified, respectful way for all. It seems to me that all the rest of the problems would right themselves if that were the corporate attitude.



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"Apple has something like 60% of the education market in America. Here, I'd be surprised to learn that there's 1%..."

I could say more, but the above will have to do for now. It's really a struggle being a Mac-ophile here. Rest assured, however, that some of us continue to "fight the good fight" even we feel alone, outnumbered and unsupported. Macs are simply the best and worth it all.

Jose A Zorrilla, Spanish Ministry of Foreign Affairs
Causes for European indifference to Mac advantages...

1.- General illiteracy. Computers are kind of exotic items brought about by typical yankee greed and an unwelcome addition to the hardware inventory. All we need to do things well is a pencil (why not a gill?) and a piece of paper. And what happens if my desktop becomes Hal?

2.- Particular illiteracy. Mac is about to disappear. It is just a question of time. Only dinosaurs and children keep alive a dying market. The secretaries computer, btw.

3.- Price. I know Mac has to cost more. Customers don't. And even if they don't they cannot afford it. A friend of mine is truly desperate with his "Windoze" network and would love to switch to Mac (my example has played a role, anyway). But just can't. It is like a Ferrari for those who like cars: lovely but unattainable.

4.- There is no software anyway.

The battle is to be given in the front of information and be framed in an aggressive marketing campaign, and I mean aggressive. I know Cupertino is tight. TV campaigns and discounts or rebates are a "no-no" for the company but something shall have to be done. Fact is:

a) Mac is cost effective if we consider its longevity, robust gear, absence of maintenance and inclusivennes (sound, image, modem, all in one packet). b) There is software. c) The company is in excellent state of health.

Mac is repeating the story of Beta against VHS. In case you don't know pros still continue to use Beta the world over. Knowing this I am sure there are some excellent managerial brains around Cupertino who can devise strategies to redress the situation and win. Jobs has clearly demonstrated that the excellency is there and that things can improve. Biz is not just biz. It takes some love too. Thank you anyway for a device that changed my perception of computing.

Thanos Ilias, Greece
I can't say what's wrong in Europe or what's right concerning the USA and Asia. I can only say what's wrong in my country - Hellas (Greece). I know that the market is very limited here. Apple strangely is not named after "Apple Hellas," or "Apple Greece," but: "Rainbow."

I could say that they (Apple Computer Inc) are indifferent. They know they don't sell much. All the sales are made simply because the computers are good and because of the Operating System. They also did one thing – which happened to me-- that might make me change platforms and go to PCs: they distinguish an Apple user on whether he or she bought the computer here in Hellas or not. I bought my first Mac abroad, and (Apple) wouldn't give me (or sell to me) the Hellenic System 7.5. (Rainbow's) excuse being that I didn't buy the computer from them! As if I'm not an Apple customer! Apple should reconsider everything concerning their representatives in Hellas and also their (European) strategy."

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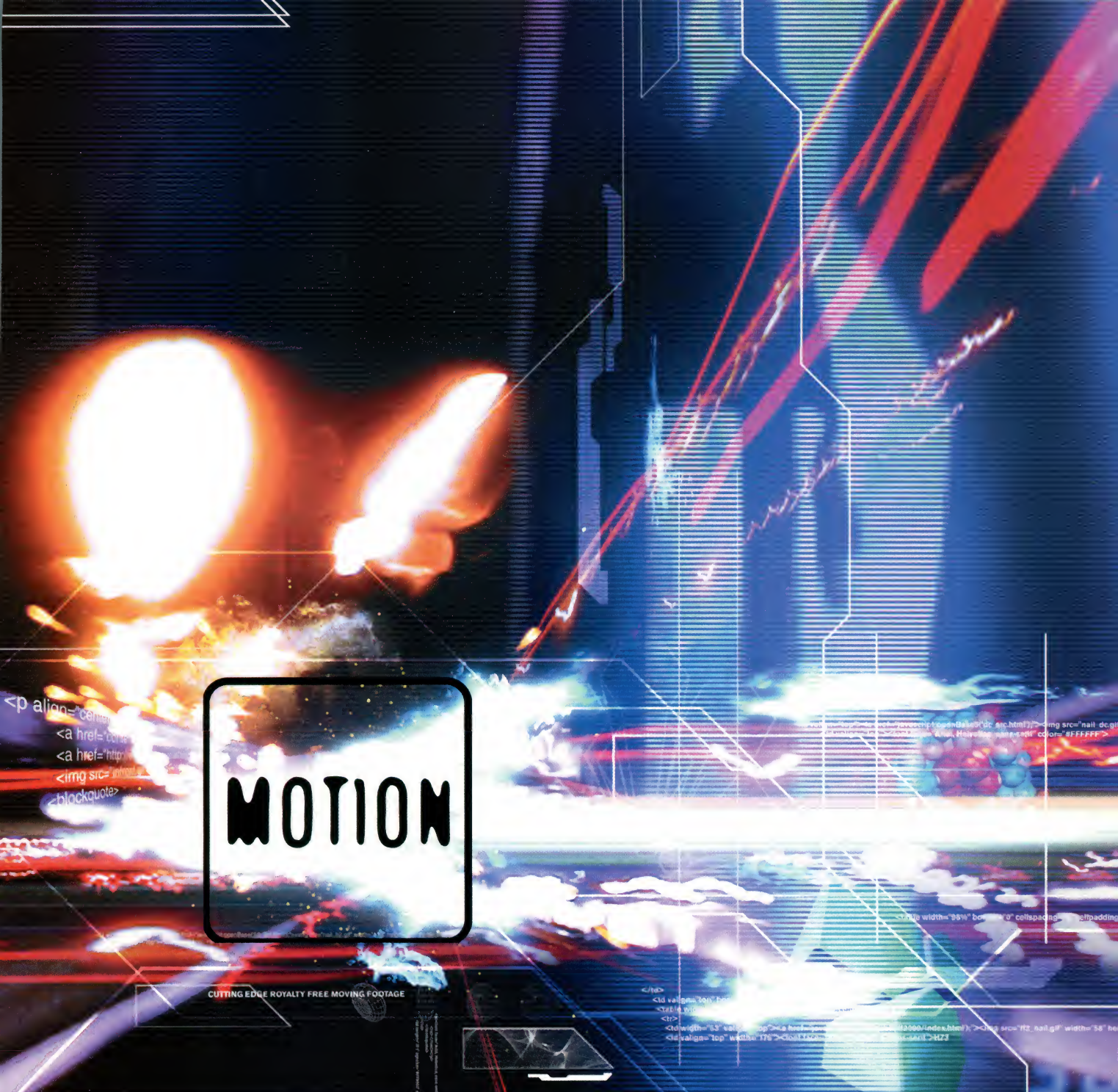
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MacDirectory Exclusive > If breakdancing was the major cultural phenomenon of youth culture in the early 1980's, then hacking occupies that same position at the beginning of the 21st century /

Veering through the information superhighway at the speed of light, hackers are influencing the way we talk, the way we dress, and the way we think. They are to the Twenty First Century what the hippies were to their era, only high tech. This merry band of digital outlaws have a sense of humor, though they play in the shadowy world of network takedowns. Take for example their September 1996 hack of the CIA's web site. The hackers involved changed the title to "Central Stupidity Agency."

Their exploits are routinely covered on CNN and the New York Times. Outside of high tech CEO's hackers are the most influential force in digital culture. They are no longer on the fringes of our society, in many ways they are now in the drivers seat. Corporations, for one, have found themselves compelled to listen. As Network Consultants, hackers improve the security of corporate sites by pointing out weaknesses and fixing them. In return, they make astronomical sums of money. When it is more profitable to participate than to rebel you know you've arrived.

Even the impenetrable fashion world has yielded to the discreet charms of hacker culture. Their lifestyle is multi-cultural, anti-authority, and avant garde. Whether bemoaning the latest FBI interrogation, or navigating the digital landscape they are here to stay.

But what makes the hacker tick?

Hackers tend to favor the lesser known ethnic cuisine. Eric S. Raymond's New Hackers Dictionary notes " Hackers prefer the exotic; for example, the Japanese-food fans among them will eat with gusto such delicacies as fugu (poisonous pufferfish) and whale ... (they) consider Cantonese vaguely declasse." But because much of their time is spent on late night hack sessions, they have been known to also eat like college students. Infamous hacker Phiber Optik's favorite snack is "mashed potatoes from Kentucky Fried Chicken." Ultra-caffeinated Jolt Cola is the hacker's beverage of choice.

Hackers also appreciate unusual music (by mainstream standards), influenced by their pro-technological philosophy and organic dislike of authority. Tribal, industrial, and free-form jazz are common soundtracks to an all night hacker "crunch" session. They also have been known to study Zen Buddhism and the Martial Arts, which, The New Hacker's Dictionary suggests, complements the concentration needed in hacking.

Status in the Hacker community depends on problem solving skills, or, as Eric S. Raymond says in The New Hacker Dictionary, "like most cultures without a money economy, hackers run on reputation ...



> HACKER / WHITE BUTTON DOWN SHIRT BY RALPH LAUREN
FLAK VEST / CCS INTERNATIONAL

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the hacker culture doesn't have leaders exactly, but it does have cultural heroes and tribal elders and spokespeople." The legendary Phiber Optik has a strong reputation among hackers, so does proto-hacker Kevin Mitnick who was "made an example of" and spent 46 months in jail for computer and wire fraud. Mitnick is now battling the government over his right to speak on the lecture circuit on hacking issues. Emmanuel Goldstein (named after the character in George Orwell's 1984) is an Elder, and the editor of 2600: the bible of the hacker thoughtstyle.

Pseudonyms, or "Handle's" are important in the hacker movement. Since much of their work is "underground" (although many hackers are lecturers, talk show regulars, and network security consultants) they tend to prefer anonymity. Old School hackers tend to use their real names.

So, what drives a hacker?

Hackers live for solving high tech problems. Writing open-source software is a favorite pastime. Hackers tend to loathe mega-corporations, like Microsoft. Secrecy and censorship are great enemies of "the hacker attitude". Breaking security is almost as popular an activity among hackers as the creation of free software. Hackers made UNIX what it is today; the World Wide Web would be radically different if there were no hackers.

This profile tends to disagree with the media conception of the hacker which usually doesn't distinguish them from cyber-criminals. Hacking became an international issue when early this year hackers using the pseudonyms "Coolio" and "Mafiaboy" (being pseudonymous is part of the hacker lifestyle) "smurfed" Yahoo! EBay, eTrade, CNN, and Amazon.com. In English, "smurfing" means that they used a technique called 'denial of service', which a swamps a computer network connected to the internet with information, thus overloading it. Over the years hackers have crashed the New York City phone system, digitally altered the temperature at the NASA Control Center, and this past January, European hackers vandalized the US Library of Congress' Thomas site.

MacDirectory talked with "Freaky," one of the most visible Mac Hackers and Mac security experts. Freaky runs *SecureMac.com*, perhaps the best all around Mac security site in the world. Securemac.com features ratings from the underground Mac community on the security of software. The ratings are key and lock icons. Software is submitted to the site and rated by the community. Five lock icons being the highest rating, and one key being the lowest rating.

MacDirectory also spoke to "Swift" aka Swift Griggs. And "Russ" who runs *www.ducktank.net* for Hackers and those interested in Security issues.

MacDirectory caught up to these three, and asked them about several issues important to Mac Security.

Q > A few months ago, the US Army, tired of unremitting hacks against their NT servers, switched to WebStar servers running the Mac OS instead. NT has a major strike against it right off the bat: it needs more maintenance than the Apple server, which means more money and personnel





> GIRL HACKER / JODI
GREEN LEATHER TOP WITH RUFFLES BY BRUCE
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expenditures. Of course, this is in a sense a medium-sized marketing coup for Apple, which, by being chosen as 'more resistant to hacking' by the military, stands to gain significantly with security-obsessed customers.

But how secure are Apple computers? Very recently those very same Macs withstood the Brazilian hacking group "Crime Boys." Does this prove that Mac servers have superior security? Impenetrable security?

FREAKY: Because the Mac servers were not hacked does not show they are impenetrable to hackers. It shows the hackers did not know how to handle the MacOs. The system has not been explored until recently.

SWIFT: (The answer is:) No. It just suggests that the "Crime Boys" either didn't have any exploits for MacOS at that time, or that the servers were locked down or behind a firewall (very likely). Only a full code audit can give a reasonable level of security. Even then, things can slip through and 3rd party software can still be insecure regardless of how secure the underlying OS is.

RUSS: I don't think it proves that Macs are impenetrable. I would rather say that I believe this shows a true lack of understanding about the MacOS or OS X. Macs aren't new, but they haven't been as popular in the last 10 years as they were and as they are now.

Q > Will the OS X be as secure?

FREAKY: OSX is a secure reliable server. It does run with BSD unix. So anything that is applicable default to BSD might be applicable to the MacOs X server.

SWIFT: MacOS has previously been fairly bereft of services to hack. The same can be said for many operating systems like Windows 95 or DOS. With the Internet exploding all over and the drive to provide more services even from a "desktop OS", MacOS X will have many more local and remote services available. Obviously it's the remote services that are going to provide a "way in" for hackers. Done correctly most remote services are secure, but it's going out on a limb to try and depend on a given service (say FTP) to be secure out-of-the-box. MacOS X is based on BSD Unix. BSD has a respectable history as far as security goes so I'd say that's a leg up.

RUSS: The Mac OS X server environment looks promising. But I'd be a little concerned if I were an SA putting a Mac server online until I had checked out all the POSIX components and applications running. It's great that the OS is so open in its operation, but let's hope it doesn't inherit typical *NIX security issues. As far as architecture goes, I like the protected process memory segments and hope that the coders were "forward looking" enough to double-check for code that lends itself over to buffer overflows.

Q > What are your thoughts on members of the original Mac team working on the Eazel project?

SWIFT: Good luck to them. They have plenty of stiff competition from the KDE and GNOME guys. However, diversity benefits users greatly. There is nothing wrong with more choices.

RUSS: I'm hoping that Andy Hertzfeld and Bud Tribble will be able to ease the use and installation of Linux for future Linux users everywhere.

Q > We recently interviewed Steve Wozniak (see last issue), who started as a hacker before creating the Apple][. Is there a flourishing hacking community among Mac users?

FREAKY: The Macintosh hacking community is only growing. It has grown so much since I started the Freaks Macintosh Archives *www.freaky.staticusers.net*. Everyone wants to be in the underground community.

SWIFT: Hackers are interested in everything. We twiddle bits on anything and everything we can find. Macs are no exception, and there are plenty of hackers turning out code on MacOS. Since Unix is the platform of choice to most hackers, I'd expect an increase in this with MacOS X, and Apple's recent open source initiatives.

RUSS: Space Rouge, over at the L0pht and HNN, used to run a Mac web page. I believe he still has some hack information up. I've seen some other similar pages pop up in the last year or two as the iMac and laptops have started to become popular. Hackers like new toys because it provides them with something else to take apart and examine. I look for Macs to take their place on the Net, but I expect that more security issues will pop up as well as it gains popularity.

Q > What is this year's Mac Hack conference going to feature?

FREAKY: Not sure, I wasn't asked to speak, But I will be speaking at this years Defcon (*www.defcon.org*) security/hacking conference in Las Vegas, NV about Macintosh security.

SWIFT: Couldn't tell you. At Def Con we occasionally put Macs on our "Capture the Flag" network (which I've been a judge and admin for the last few years along with Major Malfunction). To my knowledge we haven't had any taken down in the past few years.

Q > What should Mac users do to become 100% secure (if there is such a thing as a 100% secure environment)?

FREAKY: Don't let other people use your Mac. Do not run services. Don't keep your connection connected 24/7 without firewall.

SWIFT: 100% – well you can get close to that by turning off your machine, shredding and degaussing your hard drive, incinerating the entire mess and spreading the ashes across the 7 seas. To actually use your machine in a network environment and get some utility from it, then you can't stay 100% secure. My advice on staying "as secure as possible" is the old standby of shutting down all services, following good security procedures (complex passwords changed often for example), and keeping your machine up to date with patches from your MacOS.

RUSS: Any experienced hacker will tell you that there is NO 100% secure solution. If someone wants into your system bad enough, it's going to happen. The goal is to make it as difficult and time consuming as possible. Double-check the configuration.

Q > If we could get you access to a Mac, how long would it take for you to hack our protected files?

FREAKY: A few minutes depending on what type of file or security it is.



> TITANIUM GLASSES BY SILHOUETTE
JACKET BY DIESEL STYLELAB





> JOHN HACKER / FAR LEFT
BLUE RIBBED SWEATER BY DOLCE AND GABANNA
FLAK VEST BY CCS INTERNATIONAL

> JODI HACKER
TOP WITH SILVER SLEEVE BY AS FOUR AT 7
PANTS BY MARK KROEKER
BELT BY ISABEL ENCENIAS

> CHRIS HACKER / BOTTOM RIGHT
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SPECIAL THANKS TO VINCENT SKELTIS. VINCENT SHOT THIS ISSUES COVER AND HACKER STORY. ORIGINALLY FROM TOMS RIVER, NEW JERSEY, HE MOVED TO NEW YORK IN '97 TO ATTEND F.I.T. ONLY 23 YEARS OLD AND NOT EVEN A YEAR OUT OF SCHOOL, HIS WORK HAS APPEARED IN VERTIGO AS WELL AS EXHIBITED IN TWO GROUP SHOWS, ONE OF WHICH OPENED JULY 8TH AND RAN UNTIL SEPTEMBER AT THE HERE GALLERY, NY. A SOLO SHOW ALSO IS SCHEDULED TO OPEN DEC. 9-JAN. 13 2001. VINCENT WILL BE THE FIRST TO TELL YOU, "IF YOU WANT IT BAD ENOUGH, YOU CAN HAVE IT; NO EXCEPTIONS."

ADDITIONAL THANKS TO > KUSUM LYNN: STYLIST > SERGIO CORBACHO FOR AWAKE/THE WALL GROUP > TOSHI KINO: HAIR > ANTONIO BALLATORE AT CREATIVE EXCHANGE > MACDIRECTORY MODELS: JOHN AT Q > CHRIS AT IMG > JODI AT NY MODELS > STUDIO: MILK STUDIOS NYC > PHOTO PROCESSING/LAB: C-LAB NYC > SHOP DIRECTORY: 7: 180 ORCHARD ST, NYC 646-654-0158 > ALIFE: 178 ORCHARD ST. NYC 646-654-0628 > NOVAWORKS: 525 WEST 23RD ST. NYC 212-685-2300 > TEKSERVE: 155 WEST 23RD ST. NYC 212-929-3645 > ZAO: 175 ORCHARD ST. NYC 212-505-0500 >



> GLASSES / SELIMA OPTIQUE
BLACK AND WHITE ZIG ZAG LEATHER PANTS / JOHN BARTLETT
BLACK LEATHER TOP / AMER KAMAL
EARING AND BRACELETS / ISABEL ENCENIAS

> MONITOR / APPLE DISPLAY CINEMA BY TEKSERVE NYC

SWIFT: This scenerio is not specific enough, and like the wizards and alchemists of old "I don't do tests". Besides, that penetration testing will cost you big ($$), and that's not my bit.

RUSS: I'm not a Mac hacker but it can be done. It would probably take me a long time. I'd like the chance to play with the Mac and do some serious learning, but I'm more *NIX* and *Windoze* based.

In 1997 Infinit Information AB offered a cash prize of 100,000 kroner for anyone able to crash his web site. Although the prize has yet to be claimed, it's better to be safe than sorry >

review 1 > eMail Client Solutions

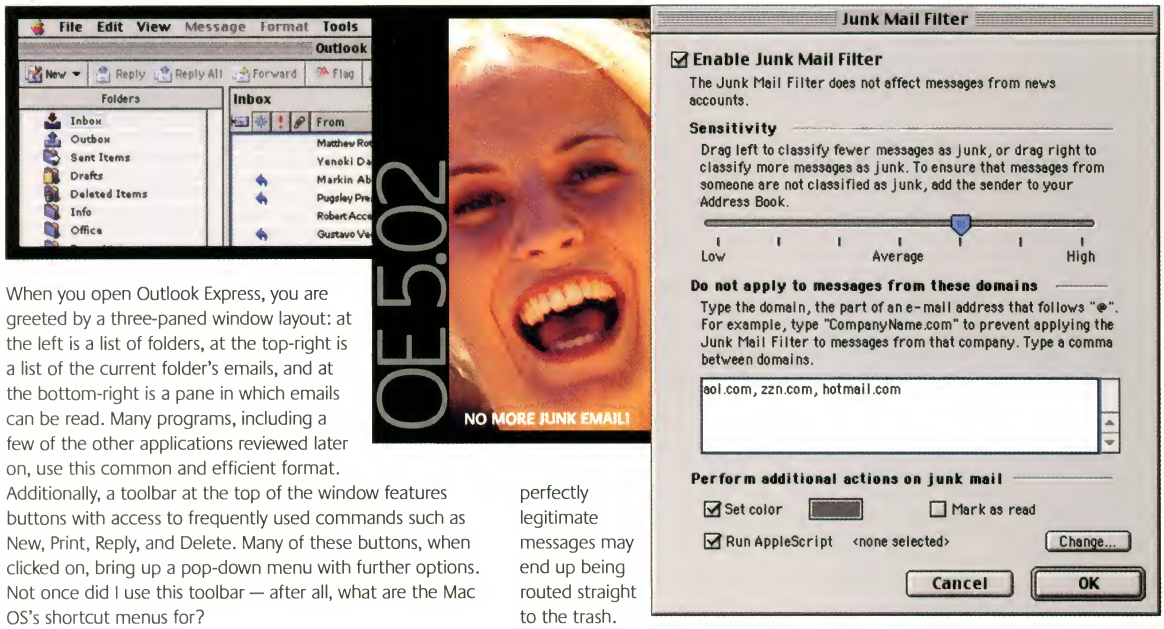
BY NICK DEPLUME

Email Everywhere: But which one is for you?

Looking for a solid program to manage your email? You're in luck—many solutions exist. I took a look at five commercial email clients for the Macintosh: Outlook Express, Eudora Pro, Mailsmith, QuickMail Pro, and PowerMail.

Microsoft Outlook Express 5.02

By using the same tactics that gave Internet Explorer its powerful position in the web browser market, Microsoft's Outlook Express has quickly become a widely-used Mac email application. Not only has Microsoft developed an impressive program, but it has also distorted the sector further, by releasing it as a free download. How does Outlook Express hold up?



When you open Outlook Express, you are greeted by a three-paned window layout: at the left is a list of folders, at the top-right is a list of the current folder's emails, and at the bottom-right is a pane in which emails can be read. Many programs, including a few of the other applications reviewed later on, use this common and efficient format. Additionally, a toolbar at the top of the window features buttons with access to frequently used commands such as New, Print, Reply, and Delete. Many of these buttons, when clicked on, bring up a pop-down menu with further options. Not once did I use this toolbar — after all, what are the Mac OS's shortcut menus for?

The interface is quite an improvement over the previous version, Outlook Express 4.5, though many criticize it for its vaguely Windows-ish feel. Tiny icons can be found everywhere, and OE now comes with the ability to use custom soundsets, downloadable off of the web (*www.macemail.com is a great resource for this*). Message composition is simple, even when sending HTML email.

One handy feature is the ability to filter the contents of a mail folder on the fly, without having to do a search. This is especially useful when viewing the contents of a folder with many emails in it, and the user only wishes to view emails with a certain Subject, To, or From header. OE also has both standard and advanced find features. Searching can be excruciatingly slow at times. Though users with only a handful of saved emails will not recognize any significant lag, searching a much larger archive of emails can take a horribly long time. Outlook Express makes adding new accounts a snap. Accounts can be configured manually, or OE can assist in configuration. Supported protocols are POP and IMAP, and OE also doubles as a news reader and directory searcher. OE is also the only email client which can send and receive mail with an account from the popular web-based email service Hotmail, which is owned by — guess who? — Microsoft. Email signatures can be set up to rotate, or specific signatures can be designated for certain accounts. Outlook Express's mail rules, or filters, are impressive and functional: filters can be set to move messages, execute AppleScripts, increase text size, play sounds, change priority, add senders to an address book, and much more.

For users who are looking to cut down on spam, a junkmail filter can be used, and the sensitivity of the filter is easily set through a control window. Messages from certain domains can also be excluded from the junkmail filter. While this is an easy way to cut down on spam, it's far from perfect, and perfectly legitimate messages may end up being routed straight to the trash. The mailing list manger is easy to use, and prevents mail rules from interfering with mailing list subscriptions, transferring mailing list messages to the correct location, and even excluding messages that users themselves send to the list.

Alongside the release of Internet Explorer 5.0 Macintosh Edition, Outlook Express received an upgrade from 5.01 to 5.02. This is downloadable from *www.microsoft.com/mac*.

Outlook Express packs a nice punch, and should prove to be satisfactory for most regular users, who don't have demanding or specialized email uses. To make things better, it's a free download.

Bare Bones Software Mailsmith 1.1.5

Bare Bones markets this as the email application from pros—indeed, it has features you won't find in any other email program. Made by the creators of BBEdit, Mailsmith does have quite a lot of power.

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For starters, the entire program is scriptable. If there is a feature that isn't included, then most likely a Mailsmith fan has written a script to perform the task. Mailsmith also comes complete with the most advanced searches I had ever seen, with infinite criteria. (Plus, Unix fans yearning for "grep" searching will feel right at home.) While you can't search in the background while working in Mailsmith, the searches felt faster than using Outlook Express's search. Additionally, Mailsmith is multi-threaded, meaning that it can send, receive, filter, and compose emails—at the same time.

Mailsmith also has a unique approach to email filters, called "distributed filtering." A filter can be written once, and then attached to multiple mailboxes. As mail arrives, it is passed by each mailbox, being "sucked in" if it meets the filter's requirements. Then, it is passed by any folders contained within that folder. This allows users to create a quick and efficient mail filtering system—and traditional filtering is still supported. As with the searches, the criteria available with the filters is just about endless.

The "POP monitor" feature allows users to log in directly to a POP3 server, by supplying their username and password. From there, the POP monitor provides basic information about the emails that are stored on the server, ready for download—their subjects, authors, and sizes. If you see that someone you don't even know sent you a 20 MB email attachment, you can simply delete the message through the POP monitor, without waiting to download the entire email.

While Mailsmith's interface is consistent, it is also uninspiring. No graphical icons are anywhere to be seen, and the platinum motif may turn off some users. Also, are you willing to pay $79 for an email program?

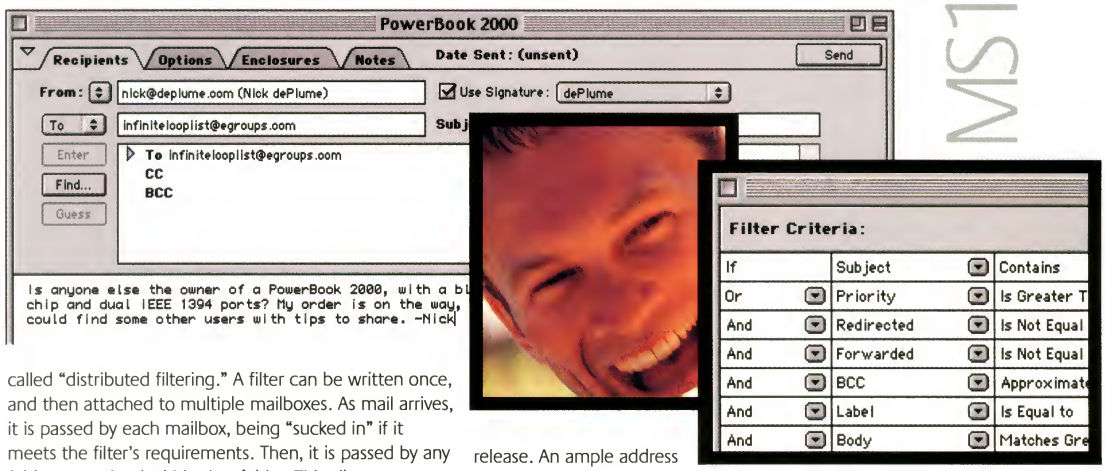
Qualcomm Eudora Pro 4.3.1

There are three usage options in Qualcomm's Eudora: sponsored mode, paid mode, and light mode. Light mode is similar to the old Eudora Light, in that it has a slimmed-down feature base, but won't cost you a cent. Sponsored mode has all of the features of the full Eudora Pro, and it is free — the only difference is that a small advertisement is displayed in the corner. This is intended to compete with Microsoft's free Outlook Express. For a fee, a user can use the ad-free Eudora Pro. The version tested was the paid version, though it's the same program as the sponsored version, for all intents and purposes.

Eudora satisfies the standard email functions, and much, much, more. Its powerful filters almost match those of Outlook Express, and executed flawlessly in my tests. Additionally, it underlines incorrectly spelled words on the fly as emails are composed. Yes, Outlook Express does this too — but only if you've purchased Microsoft's $400 productivity suite, Office.

Each mailbox has its own window, with a pane for displaying contents of messages, and pane to display lists of emails. Word-wrapping features, and the ability to define the compression encoding scheme for within a mail composition window, also make this an attractive release. An ample address book is included, along with a stationery feature, and plug-in support is onboard. To add to its appeal, it runs with great stability at less than 4 MB of RAM, a sharp contrast to the RAM-hogging Outlook Express. Eudora is also a fast program, and never seemed to hang up.

MS1.15

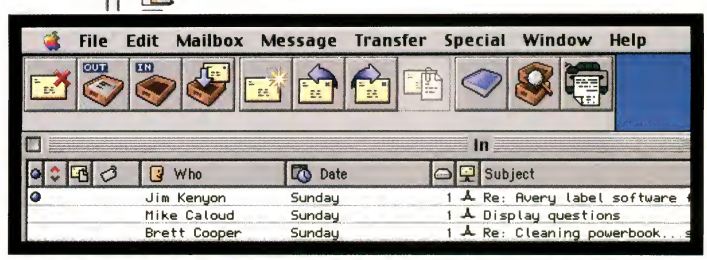


Other unique features include "stationery"—predefined emails ready for sending–and a history of website links clicked on from received emails.

My only complaint when using Eudora? It's very easy for it to clutter the screen with various windows, especially when using multiple mailboxes, folders, and accounts. It would also be nice if better importing options were provided. Nonetheless, Eudora is striking back against Microsoft, and is doing a good job of it. Eudora Pro 4.3.1 is powerful and feature-rich. Pros and beginners alike will be more than satisfied.

EP4.3.1





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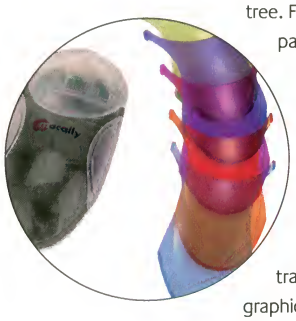
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review 2 > Input Devices for your Mac

By: Louise Masurat, LSA Associates

Eeeek! So Many Mice . . .

With the advent of USB to Macs, and the increasing popularity of iMacs and Apple's other G3 and G4 computers, there has been a proliferation of input devices. Some of these can be shared with (pardon my language) PCs, but many are clearly designed specifically for the colorful branches of the Apple family tree. For example, Macally's beautifully packaged mice (*the iSweet and the iSweetNet*) come with a colorful array of replaceable jackets to match any USB Mac.



In my two reviews last year, I evaluated eleven ADB input devices: four mice, three trackballs, one trackpad, two graphics tablets and one completely unique pointing device. At the time, these were pretty much the choices most readily available as upgrades from Apple's standard mouse. But times have changed. Not only have Macintosh sales flourished, but now Macs can share USB devices with PCs, and so many more manufacturers are creating products designed for use with either platform. In this article I review 31 devices . . . and even more are becoming available all the time.

As you read, keep in mind that the choice of an input device is a very personal matter. Ideally, you'd be able to test each one for an extended period of time before deciding which to purchase. Since most people obviously can't do this, I've attempted to provide some comparisons of products to help you in your choice. But only you can decide what degree of customization is important to you, and which kind of device you find most comfortable to work with.

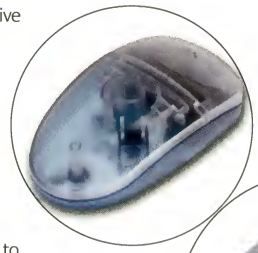
Many of the devices reviewed here come with their own software, which can be as important as the hardware itself in influencing your choice. Any mouse or trackball that does not have its own driver installed can have its tracking and double-click speed changed by the Apple Mouse Control Panel. But third-party software can add enormous functionality, greatly enhancing your productivity and comfort. A scrolling wheel and/or function can add to ease of use in many applications as well as with web browsing. While any device that has more than one button will come with software that lets you assign functions beyond a simple click, there are great variations from one manufacturer to another in what functions are possible. In some cases, the drivers must be downloaded from the web - not always a bad idea, since it guarantees you'll get the latest version. Personally, Kensington's superb software never ceases to amaze me, but Adesso, Contour Design, Logitech, Macally, and Macsense to name just a few, also have software with special features that might just be what you are looking for.



I've tested all the devices in this review on an iBook with OS 8.6, and on a beige G3/300 with a Macsense PCI USB card and OS 9.0.4. And I've run into more problems than any average user would encounter. In the process, I learned that many USB peripherals perform better if they're plugged into a self-powered hub than they do if they rely on your Mac for their power supply, so on the iBook I'm using Adesso's Mini 4-Port Powered Hub, and on the G3 I have Logitech's WingMan 7-Port Hub.

Adesso One Button Mouse

This is a comfortable and responsive mouse at a bargain price. It requires no special drivers; just plug it into your Mac and it's ready to go.



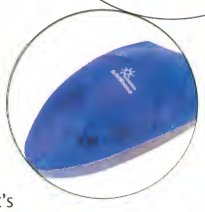
Adesso PowerScroll Mouse

The PowerScroll has a wheel that functions as a button (in addition to scrolling) and is actually a three-button mouse. It comes with a CD that has the driver for the mouse. It operates smoothly and fits the hand comfortably.



Macsense ichiMouse

The ichiMouse offers one unusually large button and comes in iMac's five fruit flavors. Its ergonomic shape ensures extended, comfortable use and requires no additional software.



Targus USB Mobile Mini Mouse

This little mouse would go well with a PowerBook. It's the same size as the Macally iMouseJr., and it really functions well without a mouse pad. Even though it has two buttons, only one is supported with a Macintosh, and it uses Apple's standard Mouse driver that's part of the Mac's system software.





Call us crazy, but we think this cordless thing could work.



It's not hard to see that freedom is a good thing. So we took the comfort and flexibility you like in a remote and put it in a mouse. The Cordless MouseMan® Wheel even uses radio frequency, so you don't have to point it at your computer. From up to six feet away, you can point, click and scroll with a mouse that's specially designed to feel great in your hand. What's more, it has a unique iTouch™ WebWheel that provides one-click access to the Internet. The Cordless MouseMan Wheel. Just one of the many ways to create your desktop with Logitech®. www.logitech.com

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Macally iSweet

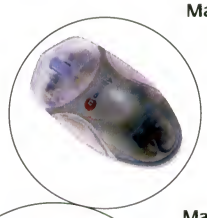
The Macally iSweet is a one-button mouse that comes with six interchangeable "jackets" to match the color of your Mac. Its shape is very comfortable and it is very responsive. If you just want a simple mouse replacement, this one will let you change its color to suit your mood.

Macally iMouseJr.



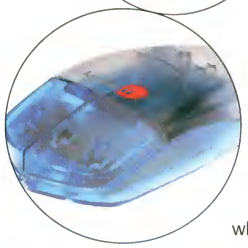
Designed to be used with an iBook (or a desktop Mac with limited space), this cute little mouse functions satisfactorily even without the Macally driver. After all, any mouse can be an improvement over the built-in trackpad of a portable or the strangely shaped mouse that comes with Apple's desktop computers. And despite its diminutive size, the iMouseJr. is surprisingly comfortable to use. To give full functionality to both buttons (which can be customized for each of your applications), a driver must be downloaded from Macally's web site.

Macally iSweetNet



This scroll mouse lives up to the promise of its beautiful packaging. I found it fit comfortably into my hand, and functionally has the equivalent of three customizable buttons and a scrolling wheel.

Macally iMousePro



The iMousePro has two programmable buttons. It is larger than the iSweet, and has an entirely different feel. For the same price, I personally find the iSweet-Net more comfortable and a much better buy, since it has the added functionality of one more button plus a scrolling wheel.

Macally iBallPro

This large trackball has two customizable buttons. In terms of programming, it is identical to the iMouseJr or the iMousePro. In size and shape, it is reminiscent of the Kensington TurboMouse, which does not come in a USB version. But with only two buttons (and no chording) its customization is quite limited. It is, however, quite responsive, and those who prefer a trackball with a very large ball should check this out.



Contour Perfit Mouse

Ergonomics is the keyword here. According to its manufacturer, the Contour Perfit Mouse is the only mouse that gives you a Perfect Fit, no matter if your mousing hand is large or small, right or left. The Perfit Mouse comes in 5 sizes for the right hand and 3 for the left. The shape of the Perfit Mouse is designed to fit the hand precisely to maximize the total impact of the ergonomic design, which features sculpted elevated buttons that enable the hand to remain open with the fingers extended in a ready position for quick button activation. Buttons are elevated and shaped to reduce excessive load on the fingertips, and a thumb support gives the user added support, control, and comfort. The entire mouse has been designed to reduce the risk of Carpal Tunnel Syn-drome. Programmable software enables the user to customize the Perfit Mouse; its three buttons offer such options as multiple clicks and keyboard equivalents.



Contour UniMouse

The UniMouse is a three-button mouse whose middle button resembles a scroll wheel but functions differently; pressing the button lets you scroll either vertically or horizontally by moving the mouse rather than turning a wheel. You can actually assign any of the buttons to scroll by simply clicking the button down and moving the mouse in the direction you want to scroll. The farther you move the mouse from the click point, the faster it scrolls. And button and cursor speed settings can be made to apply only to certain programs, with one General setting for the rest of your applications.



Kensington MouseWorks USB/PS2

Well, Kensington has done it again. My favorite ADB device was the Kensington Thinking Mouse (which, unfortunately, was discontinued over a year ago). This hefty mouse is a more-than-worthy successor to that exterminated rodent. Not only does it have a clickable wheel plus four buttons that allow seven settings with chording, it also has Kensington's superb MouseWorks software that lets you set a different button configuration for each of your applications and can even provide mouse-click equivalents for application switching and put access to the current application's menu at your fingertip.



Kensington TurboBall

The TurboBall, with its four buttons and clickable wheel, is actually the equivalent of a seven-button-plus-wheel trackball! This, along with the MouseWorks mouse, certainly provides the ultimate in user customization. It is also suitable for both right and left-handers, and small hands as well as large ones. My only caveat: If you have problems with trackballs sticking and getting dirty, this may not be your best choice.



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Kensington Orbit USB Trackball

This comfortably shaped trackball has two buttons that effectively function as a three-button device (Kensington's MouseWorks software supports chording). The ball moves very smoothly. Designed for Macintosh, this product has a list price $20.00 higher than the Orbit USB/PS2, whose functioning is identical. Inexplicably, Kensington claims that peripherals designed for Macs are always more expensive!





Kensington Orbit USB/PS2 Trackball

This comfortably shaped trackball has two buttons that effectively function as a three-button device since Kensington's MouseWorks software supports chording.

Logitech Mini Wheel Mouse

This smallest of the wheel mice is made for comfort and portability. Shaped to fit both left and right hands, it's ideal for someone with very small hands or for anyone who wants a small scroll mouse to use with a portable computer. It even comes with a short cord plus an extension cord.



Logitech Wheel Mouse for Macintosh

This blueberry mouse has two buttons and a clickable scroll wheel, well designed for internet use. Logitech's MouseWare software includes its Web Wheel option, ideal for web surfing, and the scroll wheel will scroll horizontally if the option key is held down at the same time. The shape is suited for either right- or left-hand use.



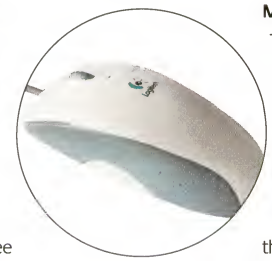
Logitech Cordless Wheel Mouse

This nicely shaped mouse fits comfortably in your hand. It requires two AAA batteries, freeing you from a cable. It works from up to six feet away. With two buttons and a scroll wheel, it is well designed for internet use. The buttons afford limited customization, but the MouseWare software gives some special capabilities to this family of mice.



Logitech MouseMan Wheel

For exceptional comfort and performance in a scrolling and zooming mouse, the innovative shape of the MouseMan Wheel features textured soft-touched grips for enhanced control, and a handy thumb button and three top buttons that can be programmed for shortcuts. The MouseWare software's Web Wheel offers interesting options for customizing your web browsing.



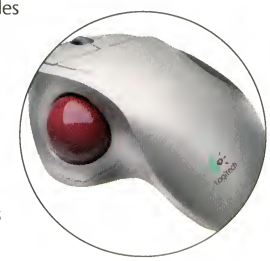
Logitech Cordless MouseMan Wheel

Combining cordless radio technology with a convenient thumb button, sleek, contoured shape, and soft-buttoned sides, the Cordless MouseMan Wheel provides easy scrolling from anywhere near your computer. For messy-desk mousers, Logitech's cordless mice are a real boon. They function as well as their corded equivalents, and provide an extra degree of freedom. The Web Wheel provides fast access to your default web browser and can greatly enhance your internet experience.



Logitech Cordless TrackMan Wheel

According to Logitech, If you're looking for a thumb-operated trackball with an easy-to-use scroll wheel, the gently curved 3-button TrackMan Marble Wheel is precisely the right tool. It combines outstanding comfort with the superior performance of patented Marble sensing technology. An innovative scroll wheel that's also a third mouse button provides fast scrolling in applications, as well as on the internet. Optical Marble technology provides unmatched reliability and precision, and eliminates the need for regular trackball maintenance. So if you like trackballs but find they often stick, this may be the answer to your problem.



XLR8 Point&Scroll

The XLR8 Point&Scroll is functionally a three-button wheel mouse that comes in your choice of ice, black or putty - a nice touch for those with an older Mac or a PowerBook with USB. While the choices for the buttons are limited to Click, Double Click, Drag or Contextual Menu, the wheel will scroll either vertically or horizontally (by holding down the Option key), and you can set it so clicking on the scroll wheel provides continuous scrolling. I found it very comfortable and responsive, and it's equally suitable for right- or left-handed use.



Microsoft IntelliMouse with IntelliEye

The IntelliEye IntelliMouse is the least expensive of Microsoft's three optical mice for Macs. It is the smallest and has only two buttons plus a scroll wheel that also clicks. I also found it the most comfortable and easiest to use of the three, even though I usually prefer having more buttons. It has very smooth movement, is responsive and comfortably curved to fit the right hand. All optical mice share the advantage of

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EKB-2100



USB 4-Port
Mini Powered Hub
AUH-101

USB Mini
Keypad
IKP-18



NU-Form Basic USB
AUK-505



Watch for many more exciting USB products from Adesso in the near future including a new USB touchpad keyboard. Adesso still offers several models for the Macintosh ADB and PC computers. Check our website for more information at www.adessoinc.com

When it comes to input, Adesso has the right product for you!

needing almost no maintenance; they are impervious to dust (and cat hairs), and can be used on almost any surface. The IntelliPoint software gives many choices for customizing each button, including numerous scrolling options. One option that I especially like is to set the scroll wheel's click so it opens Sherlock, making web searches a snap.



Microsoft IntelliMouse Explorer

This is Microsoft's top-of-the-line optical mouse. It has four buttons plus a clickable scroll wheel. Curved to fit the right hand, two of its buttons are on the left side, designed to be used by the thumb. Microsoft has preset the two buttons on the side as forward and back buttons for your browser, but you can program them for other functions. People either love or hate this mouse. It's rather large, and some find it cumbersome to lift for repositioning. But if that won't bother you, its general ease of use and maintenance-free upkeep are great.



Microsoft IntelliMouse Optical

Symmetrically designed for either right or left hand, this mouse has four buttons plus a clickable wheel. Comfortable and smooth, the precise optical sensor detects motion on almost any surface. This is a rather large mouse, and the buttons are extremely sensitive.



Wacom Graphire

Graphire is Wacom's entry-level graphics tablet, and one whose functionality goes way beyond just graphics applications. In addition to a cordless, bat-teryless stylus, the Graphire also comes with a cordless no-ball wheel mouse. If you ever do graphics using just a regular mouse, read on!

With a stylus and a tablet, you can draw on the computer almost as easily as you can with a real pen or pencil. In fact, many find it much more satisfactory to draw and paint electronically than to use traditional media. Not only do many applications mimic natural media, but there's an enormous freedom that comes from being able to try many different effects without wasting expensive paper and investing in dozens of different brushes, tools, pigments and other equipment.



Wacom's ergonomic, pressure-sensitive pen allows easy control over line thickness, shading, and color. It is cordless, batteryless, looks and feels like a normal ballpoint pen, and has two programmable buttons; it even has an "eraser" at one end! According to Wacom, the tablet's active area is 4" x 5" and it has 512 pen and eraser pressure levels.

Graphire works with all your software, so it can be used instead of a mouse as a pointing device. You can point the stylus, click, drag, drop, double click . . . just as with a mouse or you can use the programmable wheel mouse interchangeably, for maximum comfort and productivity. A unique feature lets you use the tablet in either Mouse or Pen Mode: In Mouse Mode, the pen behaves exactly like a mouse in terms of cursor placement on your monitor. In Pen Mode, wherever you place the pen on the active part of the tablet causes the cursor to appear in a corresponding place on the screen, a great feature for those with very large monitors or who have visual problems. MetaCreations' Painter Classic and a set of special PenTools plug-ins come bundled with Graphire.

Pablo Internet Edition

KB Gear Interactive's Pablo Internet Edition tablet provides an easy way for beginners to create cool works of art, stunning graphics, and fun animations. Pablo's drawing area is 8"x6" and has 256 pen pressure levels. With Pablo's pen, your brush strokes become darker or lighter depending on how much pressure you place on the pen tip. With Pablo, you can place a magazine or newspaper on top of the active drawing area and trace the image. Pablo can also be used instead of a mouse as a pointing device, and you can program the button on the pen to perform a click or keyboard equivalent.



Pablo's stylus is attached to the tablet by a cord, which can be an advantage if you share your computer with a very young person or just have, as I do, an unbelievably cluttered workspace. The stylus is much thicker than a normal pen and seems more designed for children than for adults.

But for someone who wants to get started creating web pages, Pablo comes with a graphics suite of software (valued at over $200) that includes WebPainter from Totally Hip Software as well as Adobe's Photoshop LE and PageMill.

Adesso USB mini keypad

Typing numbers on a laptop can be a real drag! If you need a numerical keypad for fast number entry with your portable Mac, this one is very responsive, small and light. If you're looking for maximum portability in a keypad, this is for you.

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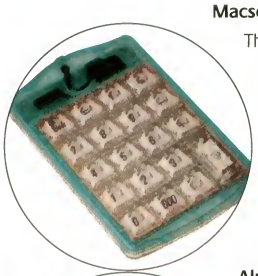
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Macsense USB keypad



This is a much larger and more substantial numerical keypad. With it, keys are placed slightly higher than an iBook's keyboard. In addition to the standard keys, it adds tab, page up, page down and backspace keys. If you do much numerical entry, this is an excellent choice.

AlphaSmart 3000



The AlphaSmart 3000 portable word processor is compatible with any computer, Macintosh or PC, and with most printers. Users can type, edit and electronically store text that can then be transferred to their computer for formatting, or directly to a printer. There is an optional infrared interface that allows wireless transfer between the AlphaSmart and a computer or printer.



AlphaSmart includes a full-size keyboard and a four-line text display, weighs only two pounds, and runs on three AA batteries for 200–500 hours of typical use. It stores approximately 100 pages of single-spaced text in 8 files and includes cut/copy/paste and a built-in 70,000-word spell checker. Also included are features for individuals with special needs (sticky keys and key repeat control), as well as international character support for French, German, Italian, Portuguese, Spanish and Swedish.

Overall

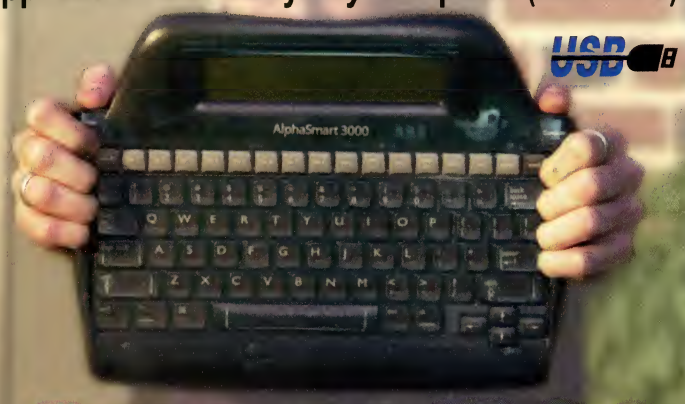
Your choice of input device should take into account such factors as your work habits, the kind of computing you do, the physical layout of your workspace, how much of a learning curve you're willing to put up with in return for increased productivity, and even your anatomy and physiology. For example, I like to work with a programmable wheel mouse with at least three buttons when I'm working in a word processor or surfing the web. But a graphics tablet is my favorite device in any application where I don't have to do a lot of typing on the keyboard, and I wouldn't use anything else for such applications as Photoshop and Painter.

Additional Resources

For additional info on products and their drivers and where-to-buy information, see the following web sites:

www.adessoinc.com/usbprod.htm
www.belkin.com
www.contourdesign.com/
www.kbgear.com/products/pablo/pablo.html
www.kensington.com
www.logitech.com
www.macally.com/Input.html
www.macsense.com/Product/index.html
www.microsoft.com/hardware/mouse/select_mouse.htm
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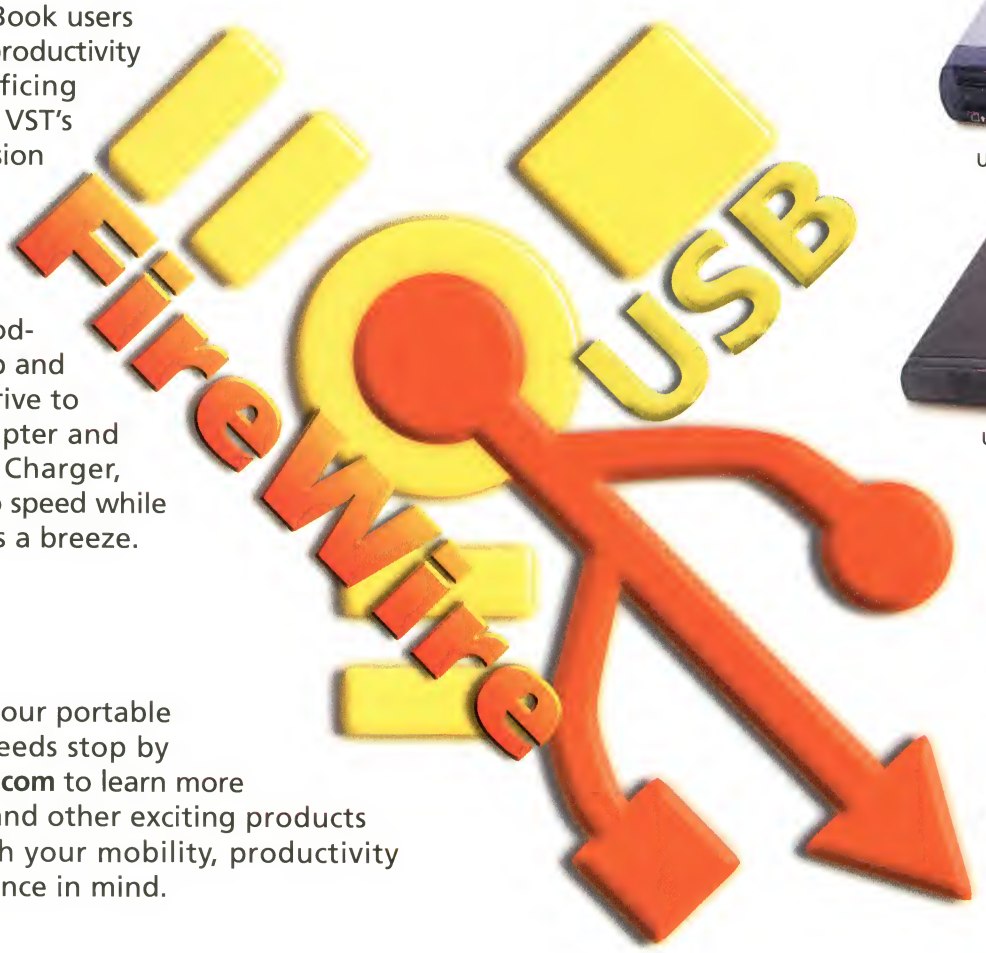


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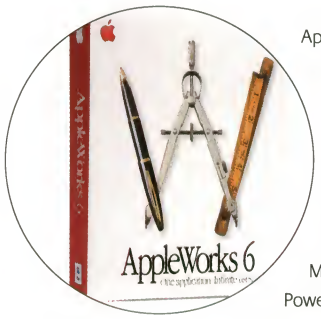
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review 3 > AppleWorks 6.0

BY DON HINKLE



AppleWorks 6, the biggest deal in the smallest package is a definite A-1 job by the folks over at Apple®. I dove into the suite without reading the first manual. As for problems, there were only a couple. I installed AppleWorks 6 on a Wall Street series PowerBook running MacOS 8.6. After installing, my PowerBook became somewhat unstable. The computer froze on a few occasions when I was switching between different programs. I'm not sure what the exact problem was; however, a simple trip to http://www.apple.com seems to have fixed the freezing problem. I clicked downloads and did a search for "appleworks 6". The AppleWorks 6.0.4 and CarbonLib 1.0.4 updaters were returned. I downloaded both files, ran the updaters, and everything appears to be back to normal. The second problem was discovering how to download additional clipart from the AppleWorks website. Two easy trips to AppleWorks helped out immensely. Of course, this problem could have easily been avoided if only I had flipped through the manual. Since the introduction of ClarisWorks in 1992, I have been a fan. The integrated features have always worked well together. The same holds true now, more than ever. I applaud Apple for bringing ClarisWorks, now AppleWorks, to our desktops. The folks at Apple have kept this powerful productivity suite true and fun for everyone to enjoy.

Apple has produced a software application ready for the classroom and home, with enough power to take to the office. An office manager can quickly and easily create a presentation with a link to the company letterhead (an AppleWorks 6 word processing document), containing a link to the contact database that contains a link to another word processing document, from which an employee can click on a link to go directly to the contact's web site. Of course, any teacher, student, or parent could just as easily do the same thing. Users will enjoy how easy it is to locate the vast



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storehouse of artwork on the AppleWorks server. Navigate to the search tab in the clippings window, type in a name and let AppleWorks to the rest. Some files are large, so be cautious if you are using anything less than a 56K modem. At 761Kb, even a 56K modem can be caught in a speed trap.



Two important differences to note about this newest release. First, the "Communication" tool has been removed from the suite. I understand why it was removed. AppleWorks 6 customers in the education and consumer markets rarely use this tool. Many other applications exist to replace this tool. The second note is about the addition of the "Presentation" tool. The ability for teachers and students to communicate their ideas through multimedia rich presentations is becoming more and more the norm. By integrating the "Presentation" tool into AppleWorks 6, this high level, low cost, productivity suite is the most complete it has ever been. AppleWorks 6 continues an excellent tradition, now even more ready to take to the office.

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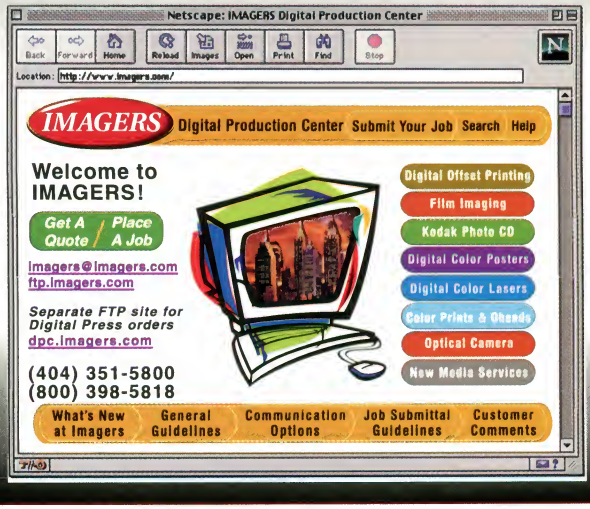
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In Man-Rich Silicon Valley, It Seems Like Strikeout.com

By Evelyn Nieves

It was getting too late to meet a geek. The crowd at Nola's bar, six deep with techies not an hour before, had thinned to little clusters of buddies fixated on the Sports Channel. Debbie Giacomo and her three friends, perched on too-tall stools around a table, felt wasted, and not from their warm Anchor Steam pale ales.

"*What are we doing here alone?*" said Ms. Giacomo, a 31-year-old ex-Apple Computer employee in nearby Cupertino, surveying the remaining, idling men. "*We're young. We're cute. We're available. So what are we doing here alone?*"

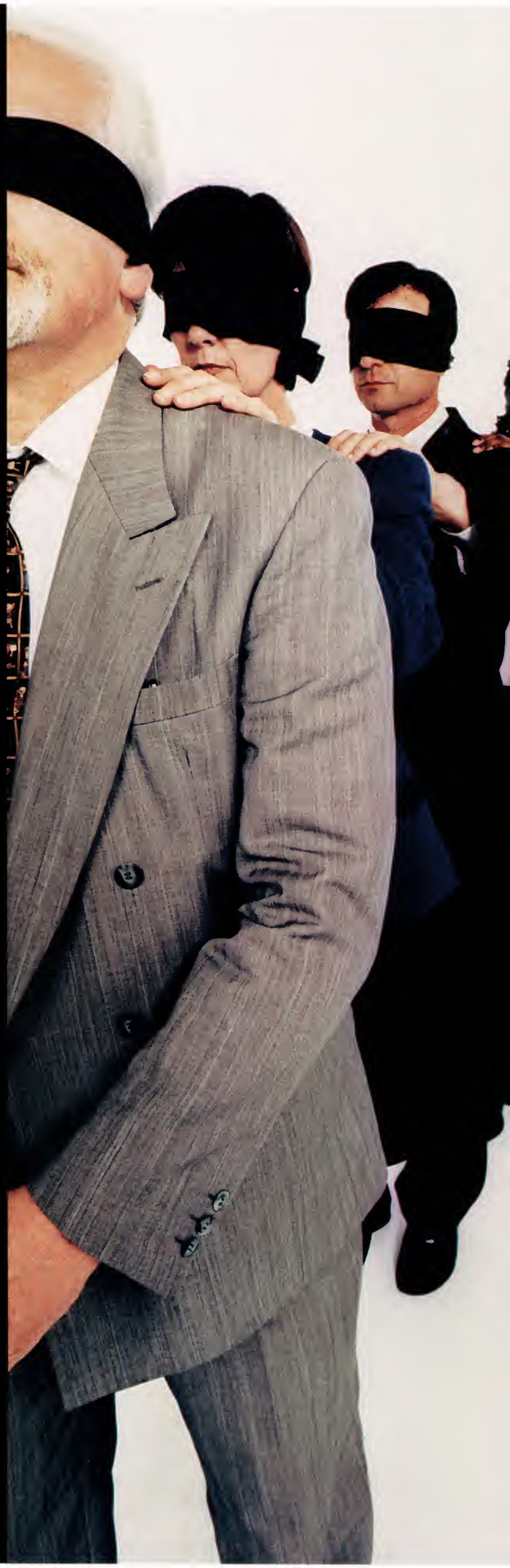
A good question. This, after all, is the heart of the heart of man country, one of the few places in the Western Hemisphere where men outnumber women.

Palo Alto, arguably the center of the Silicon Valley universe, has a whopping 36 percent more men than women. Sometimes, the troops of men strolling around downtown make it seem as if a Boy Scout reunion is in town. And since this is also the land of the best educated, highest paid workers in the world, minting 64 new millionaires a day, single women in search of smart, successful men should be having a ball.

But the valley is a weird world, unto itself. In this sphere, techies take their dogs, birds and pajamas to work, and being too busy for anything but becoming the next MOP (millionaire on paper) is as crucial to fitting in as Palm organizers and T-shirts.

Matchmakers say the dating scene is probably worse than anywhere. On Friday nights, Fry's Electronics, the techie haven here, is more packed with single men than the trendy bars, which tend to fill with Stanford University students. So while the geek glut has spawned an industry of matchmakers and image consultants -- those who teach men things like how long their pants should be and how to say hello -- finding romance is harder than finding a house here for under half a million dollars.

"*It's pretty brutal,*" said Julie Paiva, president of Table for Six Total Adventures and Entertainment, a meeting service and social club that began in San Francisco in 1997 and branched out to Silicon Valley's Mountain View last fall.





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"*A lot of people don't have a lot of time*," Ms. Paiva said. "*There's a lot of stress in their lives. It's very, very competitive. Everyone is worried that the other guy is moving faster. I've never seen such competitive people in my life.*"

No one, if the anecdotal evidence gathered from single men and women in bars and on the street can be trusted, is happy. Everyone complains. The men complain that the women are too few and too hard to get; the women, that the men don't bother with them or even know how to try.

"*Wherever you go, the ratio is five to one, men to women*," said Jim Aronson, a 30-year-old sales representative for a semiconductor company in San Jose, as he crankily surveyed the scene in Nola's the other night. Actually, the ratio looked more like 60-40, but all he could see, he said, were "*guys, and more guys.*"

"*The girls know they have the pick of the litter*," Mr. Aronson said. "*And there's a lot of gold diggers out there. They come around just to play 'Who Wants to Meet a Millionaire.' *"

Indeed, an urban legend is growing in Silicon Valley about women flocking here in search of geek gods with all the right assets, at least on paper. But like Big Foot, such tales, told by disgruntled single men, are hard to prove. At Nola's, the women come from only as far as other parts of Silicon Valley, same as the men. Danette Austin, a 33-year-old kindergarten teacher in Campbell, next door to San Jose, was not even sure the hype about a guy glut was true.

"*They say that the ratio is so good here*," Ms. Austin said. "*But the good guys that are available don't come out of their cubicles.*"

Of course, she said, a bar has never been the ideal way to meet a mate, or even a date. "*I had one good relationship come out of meeting someone at a bar*," she said. "*But I don't know where to meet anyone anymore. I work really hard, really long hours, and I'm really busy. I've gone years without seeing someone or having a date. It's crazy.*"

It is not as if opportunities to meet The One, or The One in the Meantime, are lacking. It is hard to read a newspaper without coming across advertisements for yet another dating service. Consultants like Jama Clark in San Francisco, who offers a six-week course on "*The Art of Meeting Women*," are busier than some stock-optioned C.E.O.'s. (One of her tips: '*The first gatekeeper to sexual attraction is the way you look.*")



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And then there are the parties. Lots and lots of parties. It is becoming a tradition for every new start-up to hold a party in San Francisco, usually with an open bar and open door. Indeed, one Web site, *www.sfgirl.com*, which lists every techie party in town, often lists two or three on the same night.

The dot camaraderie is as thick as the sweaty, crushed crowds at these events. But the action at such parties is all about networking, not dating, the regulars say. Dates, when made, tend to be lavish: at the most expensive restaurants, or on yachts, across borders on private planes, even across the ocean. But dates seem to be the exception.

Larry Gioffree, a 31-year-old sales representative for computer hardware and software to dentists said neither he nor his friends had ever met women they might date. "*The ratio is not good*," Mr. Gioffree said. "*I travel a lot and wherever I go, it's quite different. Plus the women are quite stuck-up here.*"

If dating is bad for most singles here, it is even worse for those who happen not to fit the prevailing demographics -- white and young, between 22 and 35. Maxeau Mercier, a 30-year-old systems engineer from Montreal, who is black, had had a very dry dating spell since moving to Sunnyvale three years ago.

"*I work 50 to 70 hours a week anyway*," Mr. Mercier said, watching three women semisurrounded by a dozen men at Q's, another popular gathering spot in downtown Palo Alto. There are few women in his company, he said, and so the corporate gym and the corporate cafeteria and the corporate water cooler are out. And so are clubs, he said.

"*I don't ever see a girl here that I'm attracted to*," he said. "So I think, 'What's the point?' When you meet them, and you tell them what you do, they assume right away that you make a lot of money."

In another world, say, the Upper West Side of Manhattan, which is heavy with single women, Craig Newmark, a 47-year-old self-described "*George Costanza, formerly classic nerd type*," would be a catch.

Mr. Newmark, founder and chief executive of a popular community service Web site in San Francisco, *www.craigslist.com*, is witty (asked the contents of his refrigerator, he says, "Don't ask, don't tell"), civic-minded (his Web site is partly nonprofit) and utterly available ("I'm open to all possibilities").

Though listed on the Web site *www.women.com* as one of Silicon Valley's 10 most eligible bachelors, Mr.




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Newmark has had little action in the date department. The only eligible bachelor on the site who is over 40, and overweight, he has received about two dozen e-mail messages over several weeks and has answered every one. But only one turned into a date -- a first and last date.

"*Online chemistry, even voice*," he said, "*often does not translate into physical chemistry.*"

Ms. Paiva of Table for Six Total Adventures and Entertainment, which arranges dinner dates with three women and three men with similar interests, said one of the big problems in Silicon Valley these daysa was that the women were too picky.

"*I think it's kind of unfair what they're saying about the men -- that they're geeks who don't have social graces*," she said. "*I think the ideal man is still the Harrison Ford-Indiana Jones type. The women will say, 'I don't want to meet anyone who is bald.' Well, that bald man might be their soul mate.*"

She added: "*I've been a relationship coach 10 years and I've never seen things so bad. The misunderstanding between the sexes is tremendous. The women are very tough on the men. They're constantly finding reasons to not like them. And the men, who are some of the nicest guys in the world, think that women just don't want nice guys.*"

Actually, the women think there are not too many nice guys around, and vice versa.

At Nola's, one of Danette Austin's friends, Katie (who wanted only her first name used), decided to test her theory that men just want to brag about how much they make. She pointed to a clean-cut, well-pressed young man of about her age, 26.

"Just watch," she said. "*I'm going over to that guy and in five minutes I'll tell you what he makes.*"

Five minutes later, she was back. "A hundred thou," she said with a shrug. "*In sales. He said he'll do a lot better next year.*"

She didn't hear what the gentleman, Bob Cruz of San Jose, said about her afterward. "*A pure gold digger*," Mr. Cruz summed up. "*Just like most of them.*"



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ALL THE RAGE > MACS IN JEWELRY DESIGN

BY JOHN LORANSO

From the dawn of Time jewelry was wrought, shaped and forged by the hammer; at the turn of the 21st Century Macintoshes are being used to execute fine pieces of jewelry. By combining cutting edge technology in the design process with ancient craftsmanship, **Rage** is using the Mac to forever change the face of jewelry design.



Studying art history in Florence, Italy, **Rage** found his greatest inspiration: Ancient Art and Architecture. Arriving in New York in 1990, Rage set up a design studio and began making one-of-a-kind jewelry pieces under the label, *Rage Metalworks*. Women's Wear Daily took notice first, and within one year his jewelry was being featured on top models including *Claudia Schiffer* in Cosmopolitan and fashion spreads in *Elle*. His signature style was dubbed "techno-primitive" by fashion editors, and he was awarded several design awards for his daring and originality. The design seemed antique, like jewelry unearthed from an ancient tomb, yet new: modern, fresh and bold.

Collaborations with well-known Seventh Avenue designers such as *Victor Alfaro* and *Mary McFadden* soon followed. Eight years of designing and manufacturing for prestigious designers (*Ralph Lauren, Kenneth Cole*) and international design houses (Gucci) has provided Rage the experience necessary to design beautiful, interesting and – most important – salable jewelry.







His latest project is marketed under the label *Rage Signature*. The collection refines his style with classic lines and an air of sophistication, with an emphasis on important trends. Current accounts include major department stores like Nordstrom, Lord and Taylor, and fine jewelry stores like Fortunoff. With Rage's modern vision, one can expect to see the grandeur of the past realized in sterling silver to complement the fashionable woman of today.

When in New York, Rage resides in Manhattan's East Village, spending most of his time in his studio painting, drawing and making jewelry. International travel continues to inspire the artist, and recent trips to the Far East and Morocco are apparent in his Fall 2000 Collections.

MacDirectory spoke with Rage and found out how Macintosh is being used in his work and designs.

MacDirectory: What made you interested in jewelry design? **Rage**: I started designing jewelry because I have always loved metal things. I would collect anything made from metal: bottle caps, screws, old keys, vessels made of copper or tin, even aluminum. I like the malleability of metal as well as its intrinsic value. Jewelry also acquires a sentimental value once given as a gift or worn by an individual. **How do you define your work?** Originally metalsmithing was my means of creating Art, but not many people understand jewelry as art, or the concepts behind "the crafts" (i.e.: glass blowing, paper making, metalsmithing etc.) as art. The contemporary standard for "art" requires that an artist –who desires to make a living as such –work in a more traditional medium, oil on canvas or watercolor. While jewelry is definitely criticized by many of the same criteria as art it is a business bound by precious materials. A jeweler can put a ring on a scale and determine its value based on the gold market. There is no such equivalent in the world of painting. After a few years of experience, I realized that a compromise could be reached between my art and my work, whereas I combined my love of metalworking and my business sense. The result is a beautiful line of sterling silver jewelry that satisfies at least a part of my artistic nature, and a business that allows me to pursue my other interests. **But how do you develop your jewelry design concepts?** My most creative moments are when I grab a sketchbook while traveling in a bus from Marrakech to the Atlas mountains ... at a garden in *Bangkok* ... or at a museum in *Rome*. Everything inspires: One must only look within oneself to find it. **What is the Macintosh involvement in your work?** Macs are used for all of our cataloging purposes, scanning in the jewelry or digital photography, using Adobe Photoshop and Quark. I sometimes will use my Mac to render a complicated link bracelet or necklace, but I also like to draw everything the old fashioned way. I have an ancient Power Mac 9600. Still works like a charm! **Once the designs are implemented, what comes next?** Once the designs are completed, we present the collections five times a year. Based on the season, I design each collection. Although sterling silver is essentially timeless and year round, in the summer we tend to sell lighter silhouettes and more bracelets; in the winter, pieces traditionally get larger or chunkier, we sell more pins and add some sparkle for Holiday. As with any collection, everything begins with concept sketches which I still render by hand, to sampling and presentation in the showroom to the buyers. We work about 9 months ahead from presentation–one year ahead for ship to trade. I approve all samples and production runs. **And do you use your ancient Mac for anything else?** I also use my Mac for maintaining all of my materials, expenses, etc., in Excel and have actually just gotten with the modern world and using my Palm Pilot software on my Mac to organize my travel schedule. **Travel schedule? Is it an important part of your work?** Yes indeed. A typical month–since there is no typical day–includes a trip to LA, Morocco or somewhere less exotic for a trunk show. Two days a week I spend in my studio; three days a week I spend in my showroom/office. **So what is next in your agenda?** I'm working in learning Hindi since my next big trip is to India. This will be a very exciting trip for my concept development. But the only thing I love more than my work is ordering take out food on my Mac!



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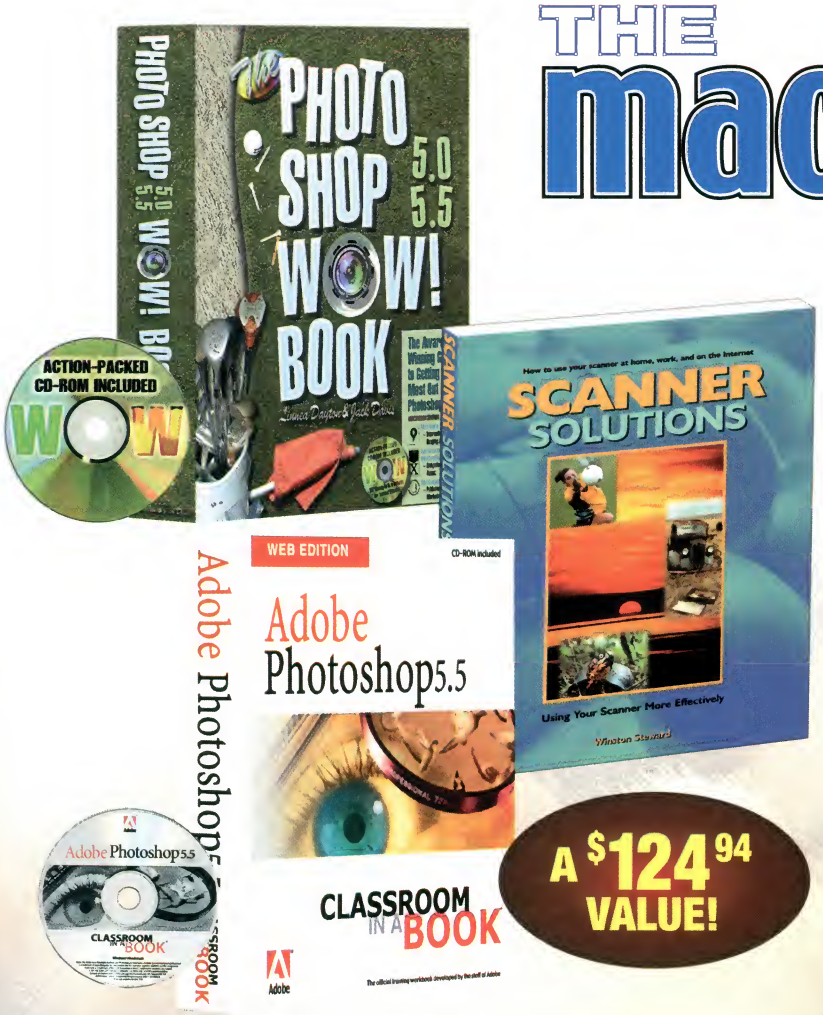
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review 5 > Canon GL1 Camera

BY LINDA EVERLYN

I got a *Canon GL1 MiniDV camcorder* a few months ago to find out what the hype was all about. Making home movies is the trendy thing to do nowadays. Not only does Apple have a major advertising campaign promoting video and movies, but so does the rest of the PC world. Everyone now sees the potential of making a high-quality movie at an affordable price. In this review, I checked out Canon's GL1 in order to find out if the *$2,499* price tag is worth it.

The GL1 maximizes the capability of the DV format by using 3 CCD image sensors. Each CCD is assigned to handle one of the three primary colors -- Red, Green and Blue. A beam-splitting prism precisely separates the light passing through the lens into individual color components, and each is sent to its own CCD. This process achieves outstanding picture detail, highly accurate color reproduction, wide dynamic range and virtually no color noise. This makes the GL1 suitable for many professional applications.



Canon's GL1 allows you to shoot outstanding video even under the toughest of conditions. By combining advanced technologies in lenses and signal processing with manual controls and features, the GL1 achieves a perfect balance of amazing picture quality and performance versatility. You can do all the things the pros do with the Canon GL1.

The high-quality lens, with a 20X optical zoom, keeps everything in sharp focus. Plus, a focus ring on the lens makes manually focusing your shots a legitimate choice. I found the 20x zoom lens to be useful for getting close-up images. The zoom control on the handle is a fixed speed (the speed is selectable in a menu). The autofocus works, but sometimes I found myself hunting for the correct position.

Most consumer camcorders have slide switches or dials for manual focus, which are difficult to use at best. The focus ring does not have distance marks, which means you'll need to judge focus by what you see through the color viewfinder instead of using a tape measure. Most folks won't mind this omission, especially because the autofocus is quick and reliable.

To inform you of overexposure, the GL1 displays overexposed portions of a shot with a "zebra-stripe" type pattern over it. This feature is found almost exclusively in high-end cameras. This allows you to change camera settings when your subject is obscured by stripes.

The Canon GL1 also comes with all the connections you need, including an IEEE 1394 (FireWire) connector for transferring digital video and stills. When recording video, you have a choice of three modes. I have described them in more detail below, including the pixel shift, lenses, LCD view screen, optical image stabilizer and its output capabilities.

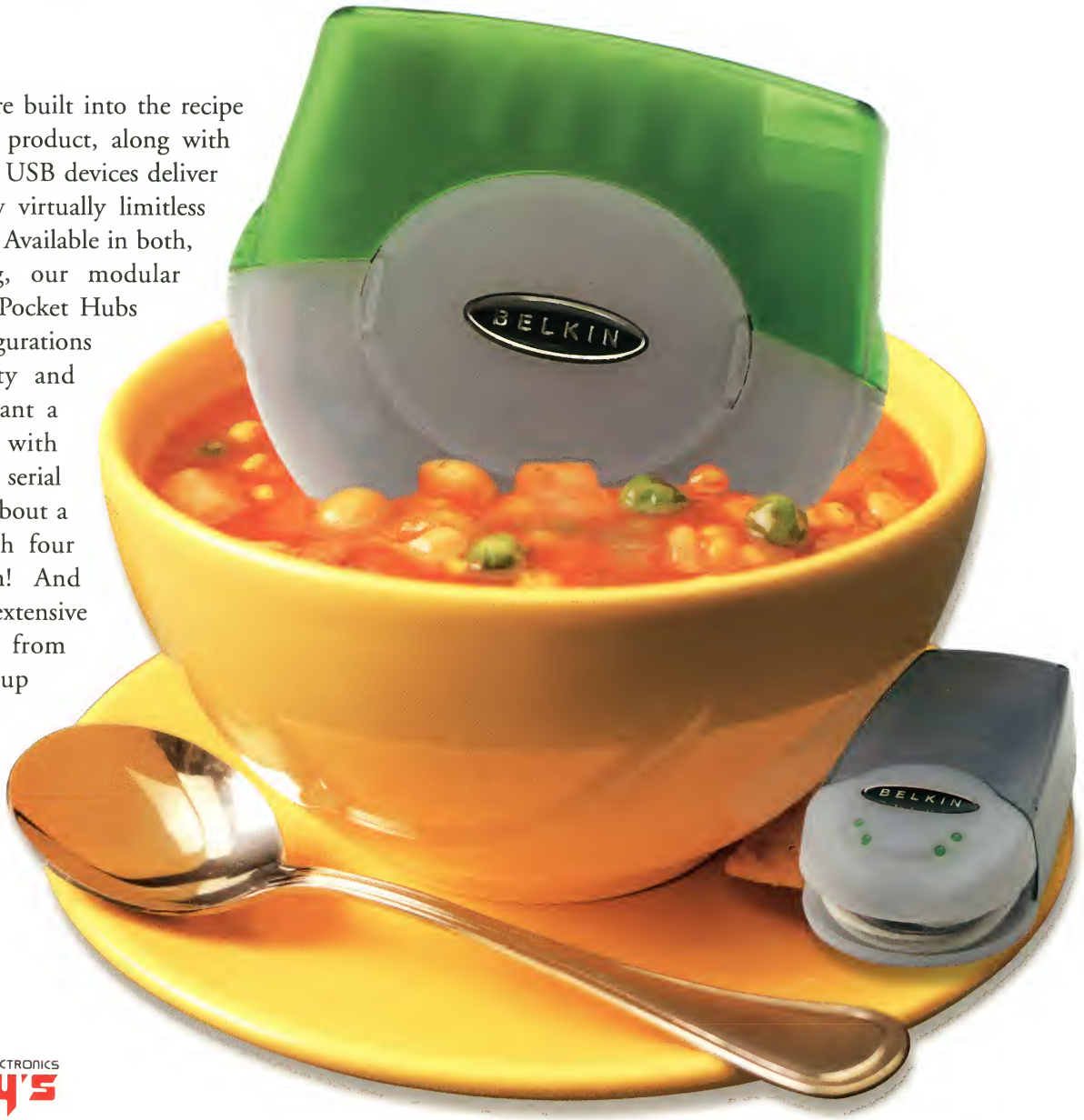
Shooting Modes > The GL1 has three shooting modes: a) *Normal Movie Mode*: This mode records video in the standard interlaced fashion similar to conventional camcorders. Normal Movie Mode is good for recording video which appears smooth and natural during playback on a TV or video editing computer. b) *Digital Photo Mode with Self Timer*: You can take almost 700 still pictures on a single tape (in SP mode). The photo captures high resolution still images. The camera records the still images for approximately 6 seconds, as well as recording the sound for your verbal notes or narration. You can search through the tape for your photos using the supplied remote control. c) *Frame View*: This mode captures video in a non-interlaced method allowing the GL1 to record 30 frames of video per second. Similar to a motor drive on a 35mm camera, Frame Movie Mode performs like a Digital Motor Drive. You'll capture every gesture and expression of your subject with clarity. This mode is good to grab high quality still images from video for making prints, website content, or sending images over the internet.

Pixel Shift > The GL1 includes 270,000 pixels in each CCD image sensor. The process of Pixel Shift however, rivals the resolution of camcorders using CCDs with 410,000 pixels.

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The green component of a video signal contains 60% of the picture detail, and the red and blue components comprise only 40%. The green CCD in the GL1 is shifted the equivalent distance of 1/2 pixel from the red and blue CCD. The green signal is then sampled more frequently to extract the maximum picture detail from the video signal. This allows the GL1 to achieve resolution equal to camcorders with nearly twice as many pixels.

Lenses > Canon's L-Series lenses utilize Fluorite, a material which provides high resolution, contrast and color reproduction, especially in lightweight, high-magnification lenses. The Fluorite element inside of the lens defeats color aberration - the effect when the components of light stray from one another within a lens, causing a reduction in sharpness, contrast and color.

LCD View Screen > The 2.5" view screen makes it easier to compose shots from any angle. It swivels and flips for good handling and flexibility. It also tucks neatly away when bright shooting conditions make the eyecup viewfinder the preferred way to shoot.

Optical Image Stabilizer > Canon's optical stabilization system corrects camera shake at hand-held shots, full telephoto, and shots taken from a moving car. Since it is optical, there is no loss of image quality inevitable with electronic image stabilizers.



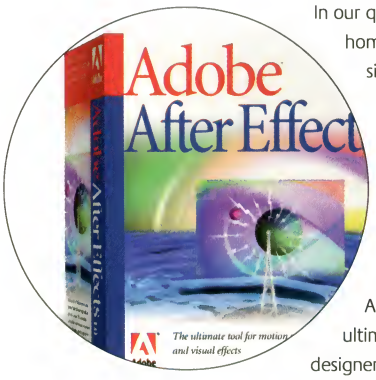
Output Terminal > The GL1 is equipped with a DV In/Out terminal that conforms to IEEE 1394. It takes a single digital video cable to transfer or copy your videos in pure digital form to your DV compatible computer or another Canon DV camcorder. By transferring images and sound to a DV compatible computer, including your Mac, users can perform digital effects (video editing software programs), developing website content, video streaming via the internet and more. *For more information go to www.canondv.com/gl1*

MacDirectory ★★★★1/2

N°6

review 6 > Adobe After Effects 4.1

BY GARY REESE



In our quest to add life to our homemade movies filmed with our simple digital video cameras, or perhaps our desktop graphics lack that creative and imaginative touch, what can we do to add those special effects?

You can give them a boost with Adobe After Effects 4.1 the ultimate tool for motion graphics designers and visual effects artists who want to produce professional quality work for film, video, multimedia and the web. The desktop tool is a compositing, animation, and effects program that can combine any type of digital media illustrations, scanned images, digitized video, animation, etc, and output the results to anything from web animations to video and film with resolutions ranging from 4x4 pixels to a whopping 30,000 x 30, 000 pixels. This new version allows one to have greater control in their productivity by allowing better integration to Adobe's other line of products, like Premiere, Photoshop, and Illustrator.

Adobe has done a great job integrating their applications. If you have Premiere 5.1, After Effects 4.1, Photoshop 5.0 and Illustrator 8.0 you possess a very powerful image creation and manipulation suite. After Effects allows users to import Photoshop files as compositions, while preserving layers and transparency. Adobe Illustrator users will appreciate the ability to preserve layers when importing files as compositions into After Effects projects. In addition, paths from Illustrator and Photoshop can be used as masks in After Effects. And each layer in After Effects can have as many as 128 associated masks. Premiere projects are imported as compositions into After Effects, with edited clips appropriately sequenced in the Time Layout window.

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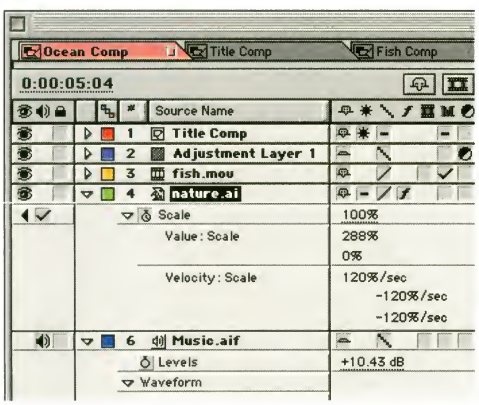
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In a typical video project, for example, you can assemble a rough-cut in Premiere and save your project as you normally would. In After Effects, select File > Import > Premiere as Comp and your Premiere video segments will show up as layers in After Effects. Adobe Premiere projects easily load in as compositions. What this means is that the edited clips are arranged on the timeline in After Effects in the same order you pieced them together in Premiere. This provides a way to take existing Premiere projects and bring them into After Effects for additional compositing and effects. You can then use this powerful motion graphics program to attach animation, add new layers, create effects and use sophisticated features such as the image stabilization that ships with the Production Bundle. It is important to remember that After Effects performs all of its compositing and motion-graphics operations digitally, so in order to apply digital effects to motion-picture film you must first transfer the film to a digital format. If you want to not only have a lot of control over text but also to be able to zoom into letters as much as you desire with no pixelation defects then use Illustrator. After Effects 4.1 imports Illustrator layers as a comp, allowing the user to assemble the final composite frame in Illustrator and then animate the imported layers. You can also import Illustrator objects as After Effects masks by using the cut and paste technique.

After Effects 4.1 can also import Photoshop layers as a comp, even preserving the layer effects found in Photoshop 5 such as drop shadows, inner shadows, glows, bevels and embosses. Layer effects are imported as individual layers, which gives the user the ability to manipulate them in After Effects. Photoshop adjustment layers are also imported and, like in Photoshop, affect the



layers under them. You can also export After Effects comps to Photoshop using the Composition > Save Frame As > Photoshop Layers. The resulting PSD file will preserve all the After Effects layers with filters and effects applied when loaded into Photoshop.

When you create files in other Adobe applications to be exported to After Effects, make sure you save and keep the projects in the original formats. If you need to make changes later on, all you have to do is save the new file over the old one. Close the project in After Effects and open it again. This will reload the footage and the modified one will replace the old. Instead of closing the



project you may also right-click on the specific file name in the project window and select Reload Footage.

The layout of After Effects is now less cluttered because multiple compositions can easily reside in one window. In fact, switching between compositions is as effortless as clicking a tab. This comes in handy when working with multiple projects and nesting compositions into one another.

Introduced in AE 4.0 RAM-Previewing is probably one of the most acclaimed features. It allows you to render sections of your composition into RAM and watch all the layers and interaction play back in real time. The speed of your machine and the amount of RAM available will limit this capability in After Effects, so have a lot of RAM. In version 4.1 you can now save your RAM preview frames as a movie, however there are some limitations.

Adobe has taken a giant step towards turning After Effects into a program that will run on networks and with fast hardware. This will certainly open up its potential for bigger and better projects. The Production Bundle version of After Effects includes an unlimited license for rendering projects across a network. This license allows the user to install an After Effects' render engine on as many systems they wish at no additional charge, and set them up to be monitored by a watch folder. As the project appears in the watch folder, the monitoring render engines work together to render the projects more efficiently.

One of the reasons that After Effects has become so successful is that a host of third parties have extended and refined its capabilities through the development of plug-ins. Plug-ins are custom software programs that are designed to be installed with After Effects and which provide some special extended functionality. The list has become quite impressive. DigiEffects is the most prolific plug-in provider and has several sets of plug-ins for After Effects. Just added to their collection is Delirium, a

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collection of over 47 digital video special effects plug-ins that includes wild particle systems, specular lighting effects, image fodder, glows, 2D and 3D warps, fire, smoke, lightning, and 3D effects. Delirium is a set of plug-ins for Mac OS. They create motion graphic effects for video. The plug-ins can be broken down into 3 categories, particle system-based effects that simulate real world events, plug-ins that generate graphic elements for designers, as well as production and creative tools. Many of the effects in Delirium will create effects over time without setting any keyframes. This software package can be purchased for $695 a great price for the amount of plug-ins you get.



After Effects 4.1 is available in two formats: the $699 Standard Version and the $1,499 Production Bundle. The latter adds features aimed at broadcast and film professionals. Both versions include most of After Effects 4.1's new features; one exception is a set of 3-D filters in the Production Bundle that can add fog, depth-of-field blur, and other effects. Choose between the Standard version, which provides a core toolset for motion-graphics professionals, and the Production Bundle, with more advanced motion control and keying capabilities, as well as additional 3D channel, audio, and visual effects. The Production Bundle uses a *USB hardware* key in order to run the plug-ins; the box does contain a coupon for a free ADB key. The Production Bundle also comes with Atomic Power's Evolution 1.0 a set of 13 plug-ins.

While visual effects artists have always been on the cutting edge of dynamic media, After Effects now empowers traditional graphic artists to more easily put motion into their designs. After Effects allows designers and visual effects artists to focus on design and creation, while minimizing the amount of time spent on production. After Effects has been a benchmark in motion graphics for the Mac OS, and version 4.1 only strengthens that position. After Effects 4.1 packs enough goodies to make it a must have upgrade. It combines advanced usability, great built-in effects, a large third-party plug-in base, and smooth integration with other Adobe Products, real time feedback, and an easy-to-use interface with a minimal learning curve. The Production Bundle version has many additional effects and tools that make it worth the extra cash for the advanced feature set.

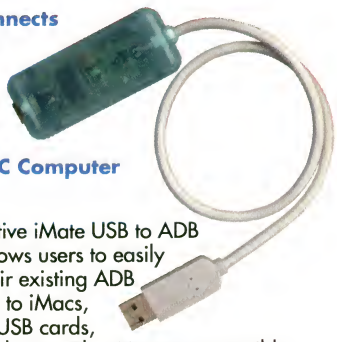
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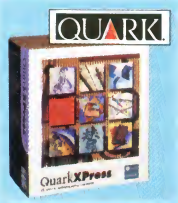
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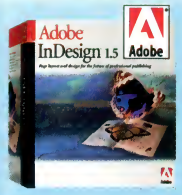
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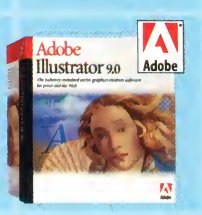
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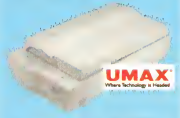
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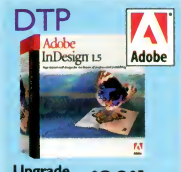
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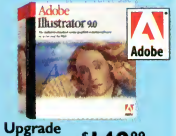
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DataBright Management Systems is a premier creator of Macintosh database systems. DataBright specializes in building databases that match and optimize the operations of your business.

Doctor Mac Consulting
Pasadena
626-293-6813
http://www.doctormac.net
We offer on-site technical service to the greater Los Angeles metropolitan area. Our specialties include hardware/software setup, installation, & troubleshooting, data recovery, CD backup and archving, and we also offer a full range of database development services using FileMaker Pro.

Dr. Billy & Assoc.
Blue Jay
909-337-7233
http://www.drbilly.com
We specialize in helping you to leverage your technology investment in new and innovative ways, and when your Mac needs a "Doctor" this one makes housecalls! From custom program and database development to network and website design/administration.

Dr. Mac Enterprises
Lomita
310-530-1719
Providing consultation in the purchase, setup, installation, interface customization, problem solving, and training on MacOS systems. Hardware and software installations.

DriveSavers Data Recovery Inc.
Novato
800-440-1904
http://www.drivesavers.com
DriveSavers is the world leader in Data Recovery Services. All Platforms - All Media. Call (800) 440-1904 today for free data recovery information and tips.

Granite Ridge Systems, Inc.
Hermosa Beach
310-372-1583
http://www.granite-ridge.com
Granite Ridge Systems develops custom software solutions for the Macintosh and Windows platforms. We provide an experienced, multi-disciplinary team for managing all aspects of information system projects.

Greco Technologies
Pasadena
818-432-5299
http://www.greco.com
Greco focuses on small to large size commercial organizations. We achieve creative solutions while recognizing cost sensitivity, business, and planning requirements for our clients.

Highland Systems, Inc.
Sacramento
916-452-3612
Highland Systems is a women-owned small business which provides technology solutions for non-profits and small to medium size businesses. We offer a wide range of technology solutions from basic upgrades and troubleshooting to system integration and network installation.

Hope Paul Productions
Long Beach
562-438-1306
http://www.hopepaul.com/index.html
Hope Paul Productions provides desktop support, both hardware and software, roll outs, Mac to PC conversions. Mac to PC data conversions in the Los Angeles, CA area.

Ignition, Inc.
San Francisco
415-392-6244
http://ignitiondesign.com
Ignition, Inc. specializes in building Web-based solutions to improve business communication online. We excel at developing systems and processes that require an integrated approach to engineering and usability factors.

Imaging Forensics
Fountain Valley
714-775-3120
http://www.imagingforensics.com
Consulting and training in digital imaging, including needs analysis, cost justification, on-hands training in hardware and software, and installation and set-up.

Infoasis
San Rafael
415-459-7991
http://www.infoasis.com
Infoasis is an Internet service provider and MacOS consulting company. We offer a diverse range of Internet connectivity services: T-1, frame-relay, ISDN hookups, modem dial-ups and networking consulting services, as well as Filemaker Pro database hosting, web site and domain name services.

Mac Edge Consulting
Walnut Creek
510-210-1347
http://pwp.value.net/allright
Mac Edge Consulting specializes in the development, updating, and maintenance of Filemaker Pro databases for business and home on Macintosh, Windows, and NT. We also provide upgrades, troubleshooting, installation, tutoring and data recovery services.

macVolks
Martinez925-313-0760
http://www.macvolks.com
macVolks provides a wide range of services to help you get the most out of your computer system. These include custom database programmes, Network design and troubleshooting, consulting, and training. macVolks serves the greater California Bay Area, from Sacramento to San Jose.

Mark/Space Softworks
San Jose
408-293-7299
http://www.markspace.com
Publishers of data communications and wireless messaging software for MacOS, Windows and PalmOS. PageNOW!, PageME! Construction Kit, Communicate Lite.

Natann
Pleasant Hill
925 944 1818
http://www.natann.com
We provide on-site Macintosh consulting, installations, network design, troubleshooting, Internet solutions. Expertise includes cross platform solution with Windows and NT Server, FileMaker Development and the Printing Industry.

Outside Technology
San Anselmo
415-488-4909
http://www.outsidetech.com
Expert custom database development. Author and publisher of Book'em!, the automated reservation system.

Pallium
Sunnyvale
408-734-4455
http://www.pallium.com
Pallium can help you architect your application, either before initial development or with a mature product. Pallium's specialty is the application of deep plug-in architecture, which is similar to plug-in software architectures you may be familiar with but goes much farther.

WebWare Corporation
Sausalito
415-339-8580
http://www.webwarecorp.com
WebWare's MAMBO(TM) and MAMBO (TM) Hosted Services are your leading Brand Resource Management(TM) (BRM) solutions. MAMBO(TM) maintains brand asset integrity throughout the branding supply chain -- from creation to distribution.

Colorado

4Translation, Inc.
Highlands Ranch
303-683-5084
http://www.4translation.com
Full service language translation at the speed of the Internet. Accurate translations, using industry knowledgeable, native language translators. All projects fully edited, reformatted to fit the original graphics and returned to you electronically.

DataCraft
Lakewood
303-232-4321
http://www.DataCraft-Inc.com
DataCraft specializes in providing custom software solutions for business. Areas of expertise include contact management, client & lead tracking, inventory control, database publishing (print or Web), custom printing solutions, bar codes, and magnetic strip readers.

MacSense
Littleton
303-792-5887
Macintosh consulting and troubleshooting at the most reasonable prices.

MediaLinx, Inc.
Englewood
303-792-9868
http://www.mlinx.com
MediaLinx offers system integration and production services for the multimedia, web, interactive and print markets. From enterprise level system integration and workflow analysis to web site and cdrom development,

Rapid Remedies Inc.
Boulder
303-449-5159
http://www.rapidremedies.com
Rapid Remedies Inc. specializes in Macintosh troubleshooting and upgrades. Primary services are of an urgent or emergency nature, in order to get clients up and running as quickly as possible. Secondary services include regular maintenance in order to prevent system failures resulting in emergencies.

Total Recall Data Recovery
Colorado Springs
800-743-0594
http://www.totalrecall.com
Data recovery from all rotating media and most operating systems. With 10 years in the data recovery business we have recovered data for thousands of clients all over the world.

Connecticut

Acme Technologies
Ridgefield
203-431-1601
http://www.acmetech.com
We develop software products for AppleScript and Internet servers, as well as provide custom development services for database development, CGI programming, Java, and stand-alone Macintosh applications.

Computer Seraph
Northford
203-484-7636
http://www.computerseraph.com
Computer Seraph provides a variety of consulting services, specializing in the data management needs of religious institutions. Recommendations, database configuration, data transfer, and training services are available.

Evolution Interactive
South Windsor
860-436-4339
http://www.evolutioninteractive.com/
Evolution Interactive is a group of coders dedicated to the development of next generation Macintosh games and real-time applications. We are hired guns providing consulting and development services to companies that want to push the limits of technology.

McGowan Consulting Group, Inc.
Seymour
203-734-6019
McGowan Consulting Group, Inc. (MCGinc), is a corporation specializing in client/server applications and multivendor network design, implementation, and integration.

Washington DC

Folio, Inc.
202-965-2410
http://www.foliophoto.com
Folio, Inc. is a stock photography agency established in Washington, DC in 1985. A large image collection of general subjects ranging form people, finance, health, business, education.

Neal B. Johnson
202-789-3170
As a consultant I provide web content design and production services as well as high quality imaging services. Photoshop, Quark, Illustrator, VRML, Dreamweaver, and BBEdit are my main tools.

Phil Shapiro
202-686-5465
http://www.his.com/~pshapiro/
Training given to nonprofit community organizations, educators, families. Expertise in America Online, the Internet, educational software, web page building.

Delaware

BKS Consulting Group
Hockessin
302-994-4855
BKS Consulting Group is a consulting and training organization that specializes in all of the major Macinstosh software: MS Office, FileMaker, ClarisWorks, Lotus Notes, etc.

Crosstech Solutions, Inc.
Newark
302-738-4308
http://www.crosstechsolutions.com
Crosstech Solutions, Inc. is an Apple Authorized Macintosh support and service organization. Primary services include (but are not limited to) troubleshooting, document management, client training, network support and design, remote and local backup systems, and software and hardware solutions.

Dragon's Run Engineering & Research, Inc.
Newark
302-731-2972
http://www.dragons.com/
With over 22 years of experience in microcomputers, the skill and commitment of our staff is outstanding. We are on-call 24 hours a day to support our customer's needs.

Florida

DataForce Partners, Inc.
Altamonte Springs
407-788-0111
http://www.dfpi.com/
We specialize in FileMaker Pro database development for all size companies, as well as integration into the web using Lasso technology. We are a Lasso hosting provider, with accomplished programmers available to aid with your needs.

Digital Consulting
Pembroke Pines
954 629-6940
http://www.aoep-digital.com
Digital Consulting provides the highest level of professional support, consulting, training, and systems integration to the publishing industry. Specific service areas include: Advanced Photoshop Training, Advanced Color Management, Advanced QuarkXpress Training, Working with a Digital Workflow, and System design, purchasing, installation, and training.

MacTech Inc.
Jupiter
561-745-4822
http://www.mactechfla.com
Mactech offering onsite consultation,repairs,upgrades,networking,connectivity,training

MacTechnicians
Winter Park
407-622-4839
http://www.mactechnicians.com
MacTechnicians is a Macintosh software and hardware consulting company located in Orlando, Florida. Generally, we provide assistance to Central Florida business and home users.

Georgia

Atticus, Inc.
Lithonia
770-922-5997
Atticus, Inc. provides custom affordable application development for the small business community. Some less demanding applications are done using FileMaker Pro.

Capricorn Enterprises/Caprient Designs
Atlanta
770-452-7440
http://www.capricorncreations.com/
We are an internet consulting firm dedicated to providing you with the optimum web site solutions. We can design, build, host, and promote your web site. We have a combined experience base of 15 years in Macintosh and PC computing.

Informed Systems Group, Inc.
Atlanta
404-843-0306
Informed Systems now offers their expert configuration services exclusively to the trade. In addition to our consulting services, we offer a line of pre-defined products which include books, shareware, pre-formatted tests, fax/file-on-demand technical support, emergency up and running configurations, and other products which the professional can use or resell under his or her firm's label.

Laser Solutions, Inc.
Atlanta
770-992-3914
http://members.aol.com/lasersolut/
Laser Solutions, Inc., provides technical and creative solutions for bridging the gap between the management of information and its communication and presentation. Our expertise includes development of custom database applications, integrated publishing solutions, systems integration, and consulting.

Omne Consulting
Suwanee
770-844-9948
http://www.omne.com
Omne Consulting provides systems design and integration consulting serives to businesses in the Atlanta area. Our engineers and consultants are Microsoft, Novell, Citrix, and Vinca certified. We specialize in the integration of MacOS and Windows Systems.

Hawaii

Aloha Computers
Kailua-Kona
808-329-4271
For over five years we have been providing computer services ranging from instruction, troubleshooting, repairs, network design and installation, customized business and database solutions, to purchase support, upgrading and system sales.

Island Mac
Honolulu
808-521-5951
http://www.island-mac.com
Independent Macintosh Consultant with 12 years experience specializing in Graphics and Networking. Former chief consultant at San Diego Supercomputer Center on UCSD campus at La Jolla.

Mac Made Easy, Inc.
Honolulu
808-988-2665
http://www.maceasy.com
Authorized Apple Value Added Reseller & Authorized Apple Service Provider. We also do: Consulting, Macintosh Sales, Computer Repair both On-Site & at our Shop, AppleCare, Educational Software,Technical Support

Oahu Computers
Honolulu
808-524-1111
http://www.oahucomputers.com
Provides Service & Repair on Apple, HP, Compaq, IBM manufactured equipment, in & out of warranty, no matter where you purchased it.

Idaho

Brasure Software
Boise
208-429-1466
http://www.brasure.com
I am a freelance programmer who specializes in porting software to the Macintosh. If your company is thinking about converting software to run on the Macintosh, then you have found the right person.

Ednetics Incorporated
Moscow
208-882-7758
http://www.ednetics.com
Education Service Provider
Network Design, Maintenance Contracts, Support Contracts, System Analysis, Communication Systems, Custom Database Development. Educational Hardware and Software Sales.

Illinois

CSPC INC.
Sleepy Hollow
847-428-9262
We specialize in practical & affordable, Enterprise & Business Solutions for the small to medium sized organization. Including: Analysis, Training & Implementation, Accounting, Quality Systems, productivity, computer hardware, software, Networking, eMail, Inter & Intranets, Database, data protection & recovery.

Digital Prairie, Inc.
La Grange
800-603-6265
http://www.digitalprairie.com/
Web - Database - Consulting - Development
Digital Prairie has over 20 years experience developing software using state-of-the-art tools. We've got the knowledge you need.

Hueser and Associates
Chicago
312-649-0491
Over 25 years of systems experience in all size companies. Professional database development for Windows and Macintosh environments using Filemaker Pro. Experienced in Contact Management, Executive Recruiting, Real Estate and Finance.

Kaizen Seamless Consulting
Chicago
312-415-5623
Areas of expertise include client/server relational database applications development (Helix Express, FileMaker Pro and 4th Dimension), network design and support, systems integration, network administrator and end-user training.

Pritikin Computer Services
Chicago
773-973-4242
Got a problem? We are here to solve it for you. MacOS, hardware, software, servers, printers, scanners, modems--we do it all. We specialize in cross-platform (Mac to Win 9x or Win NT) and data migration issues.

The Miller Group
Springfield
217-789-4430
http://www.miller-group.net
Developer of HR3, Cobra3, HR3 Pro, The Miller Group is a consulting and professional services firm, working to help clients improve their business by exploiting Internet-based technologies to deploy customized Internet, intranet and extranet solutions.

The Shulman Consultancy
Highland Park
847-266-0564
Comprehensive knowledge of the Macintosh, its hardware and software and the microcomputer marketplace. Strong relationships with major hardware and software manufacturing companies and vendors. An available network of professional resources in Accounting, Graphic Design, Communications, Marketing, Insurance and Legal as well as Computer Technical Matters.

Indiana

Abacus Computer Services, Inc.
Indianapolis
317-290-0066
http://www.abacuscomputers.com
An Indiana company serving central Indiana for over 13 years. Dedicated to Government, Educational and Mid Size Commercial Businesses.We specialize in Compaq, HP, IBM, Tektronix, Acer and Apple computer solutions.

Enterprise Design Services
Westville
219-785-2352
EDS is a full service advertising agency dedicated to helping clients promote their business or service.

Ken Jordan - Macintosh Computer Consultant
Fort Wayne
219-485-6398
Apple-trained Macintosh consultant. Specializing in: - business and individual consulting; hardware and software troubleshooting, repair and maintenance; recommendations for hardware and software purchase; hardware and software setup and configuration.

Mac Consulting & Services
Bloomington
812-335-622
Mac Consulting & Services is a complete Macintosh support provider. We can help whenever you get in over your head or need advice,

OBjectic Systems, Inc.
Franklin
317-738-0174
OBjectic Systems, Inc. is a professional software development firm dedicated to providing Apple dedicated, and cross-platform, solutions to large businesses. Our emphasis is on Internet and database solutions and the design of related client software applications.

Virtual Indiana
Battle Ground
765-567-2220
http://www.Virtual-Indiana.com
Specializing in:Internet Consulting Services & Site Design and Delivery, Macintosh Configuration and Troubleshooting, Teaching Teachers to Effectively use Classroom Computer Technology, and Multimedia Project Design and Development

Iowa

Blocker Consulting
Muscatine
309-239-4315
Serving Eastern Iowa and Western Illinois since 1995. Service available 24 Hours a day. Reasonable rates, and speedy solutions. Professional on staff that has been working with Macs since day one.

D C Consulting, Inc.
Ankeny
515-964-9034
Keep track of your customers and prospects, find new ones, and make it easier than ever to work with them and satisfy their needs using sales automation and network solutions.

Kansas

Best Macs Computer Solutions
Lawrence
785-550-7370
http://www.bestmacs.com
Northeast Kansas' top-notch source for Mac OS repair, maintenance, networking, installation, and upgrades. We're Apple certified and our work is guaranteed to be done right the first time.

CompuMaster
Mission
913-362-3900
CompuMaster's vision is to be an international leader in technical training. We strive to provide quality training and vital technical information to customers.

dbVisionWorks
Overland Park
913-381-1843
The mission of dbVisionWorks is to assist small to medium sized businesses by helping them to define their business, which in turn helps them to operate more efficiently, effectively and profitably through the use of custom database solutions.

Kentucky

Applied Arts Ltd.
Lexington
606-225-1572
http://www.a2soft.com
Kentucky's #1 FileMaker Pro expert. FileMaker development, consulting, training, networking, remote management, advanced program integration, and internet web design.

MacXpediter
Pikeville
606-432-7201
Mac Plus up to the Power PC, G3 services by contract Various degrees of troubleshooting and problem solving capabilities that range from friendly e-mail advice up to a fully professional grade Operating System .

Louisiana

Joe Hyde
Haughton
318-949-0680
http://www.jjhyde.com
Unix and Apache web server administration/configuration Photoshop/Illustrator/Acrobat/PageMaker, Perl and CGI installation, HTML, all levels.

Maine

Brickhouse Computer Services
Gray
207-657-4102
http://www.tiac.net/users/lizmac
We help clients choose, configure, and set up Macintosh computers. We specialize in Macintosh troubleshooting.We offer reasonable rates and individualized instruction.Our services are available in your home, office, or our office.

Maryland

Chesapeake Systems
Baltimore
410 243 1023
http://www.chesa.com
Chesapeake Systems is a Baltimore based service-oriented organization specializing in Mancintosh sales and service and web site design.

Foxglove Communications
Timonium
410-453-0777
http://www.foxglove.net
We create New Media and print communications for business, industry, education and government. Our services includes print design and consulting, multimedia development, interactive software, website design, eCommerce, and online database solutions.

Mac Support Solutions
Frederick
301-662-0359
www.netcom.com/~gfisher1/macsupportsystems.html
On-Site Setup, Training, Technical Support, Consulting, Internet Setup, Phone Support. Specializing in Apple Macintosh.

MacMedics Baltimore
Millersville
800-761-6227
http://www.macmedics.com
MacMedics is a regional Macintosh service and consulting firm. MacMedics specializes in the support of critical use Macintosh environments. We try to look beyond the current problem or issue so that we can address the problem from a base level.

Q&A Consulting
Rockville
301-770-7014
http://www.macqna.com
Q&A Consulting is a computer consulting service, specializing in Macintosh compatible computers. We cater mainly to the SOHO (Small Office/Home Office) user, in the Baltimore/Washington D.C. metropolitan areas.

Massachusetts

Aptworks Consulting
Cambridge
781-648-4782
http://www.aptworks.com
Welcome to Aptworks Consulting. We specialize in FileMaker Pro database development and Web page design for businesses, schools, and individuals.

Atlantic Associates
Sudbury
978-443-0560
http://www.atlantic-associates.com
Atlantic Associates provides custom solutions to firms with Windows and Macintosh environments. Our services includes planning, design, development, installation, training and support.

Boardwalk Software
Framingham
508-877-3309
http://www.gansler.com
MacOS and Java custom software development, project management, and consulting. Clients have included Apple, Lotus, MIT, Polaroid, Scientific American Magazine, DEC, and JVC. Please visit www.gansler.com for my resume and letters of reference.

EthanNET Technology Consulting
Brighton
617-787-8870
EthanNET provides Technology consulting services specializing in internet/intranet integration, focusing on Macintosh solutions. EthanNEt staff possess extensive knowledge in the following:MacOS,Remote Access (Shiva, CISCO),LAN/WAN design (CISCO, FORE, BAY),WindowsNT.

iCorps Technologies, Inc.
Boston
617-868-2000
http://www.icorpstech.com
Our consulting services include: assessing a client's current state of technology and provide guidance on the implementation of existing and new technologies to meet their strategic business objectives, and maintaining hybrid networks to support both Macs and PCs.

Mystic River Software
Arlington
617-641-2828
http://www.mysticsoft.com/
Software development for Macintosh, Windows, and the Web. Technologies include: Electronic Imaging, Client/Server, Web Commerce.

Michigan

Access Computer Technologies
Grand Rapids
616-456-6867
Specializing in mac database and custom application development. We have experience connecting to specialized peripheral equipment, and printing/scanning bar codes in high-volume production environments.

Big Apple Consulting Associates Inc.
Sault Ste. Marie
705-942-8810
Providing Macintosh services since 1984.Specializing in OS, software, hardware installations & upgrades training.

Crittenden Consulting
Dexter
734-426-4411
http://www.crittendenconsulting.com
We provide computer consulting, custom database programming, networking consulting, and website design services.

Foresight Solutions, Inc.
Okemos
517-381-2080
http://www.foresight.com/
Foresight Solutions specializes in developing business management applications and plug-in tools for database developers. Our flagship product, the A4(r) Business Management System, offers customers the best in accounting functionality and management features.

supportTEX
Eastpointe
810-771-6610
http://www.supporttex.com
supportTEX can help you with individual training, technical support via telephone.

Minnesota

About Computing...
Minneapolis
612-379-0174
http://www.aboutcomp.com/
Mac system setup and maintenance, networking, remote access and Internet support. Mac-Windows integration and cross-platform software solutions.

Babcock, Ltd.
Ham Lake
612-434-2375
http://www.babcockltd.com
We are a group of knowledgeable, dedicated professionals engaged in the business of custom software development. We can connect your corporate information to the internet through the world wide web.

Midnight Mac
Midnight Mac
612-494-0049
http://www.midnightmac.com
Midnight Mac, one of the first person-to-person online support and consulting companies to focus directly on the Macintosh community. The site promises to provide Macintosh users with a better way to receive technical support, consulting and training.

ProDirect, Inc.
Bloomington
800-524-9952
http://www.pdisales.com
ProDirect's PowerSTOR Value hard drives are the storage solutions to turn to for any home user or professional. PowerSTOR Value is ProDirect's answer to the need for a Narrow SCSI storage solution for legacy Apple systems without a PCI bus.

The Geek Squad
Minneapolis
612-343-GEEK
http://www.geeksquad.com
The Geek Squad is a 24 Hour Computer Support Task Force. With our focus solely on computer support and repair, we offer flat-rate pricing for carry-in, on-site or emergency service for everything from setups and installs to upgrades.

Mississippi

Pepperlans Productions
Tupelo
662-680-5683
Filemaker Pro Database development, applescript, Cad Work, Technical Instruction, Technical Writing, Desktop Publishing.

Missouri

AppleButter
Sullivan
573-468-2147
http://www.applebutter.com
We are a new company offering a variety of services to our clients. We provide service to clients in the following counties in Missouri: Franklin, Crawford, Gasconade and adjoining areas upon request.

Insanely Great Macintosh Consulting Services
University City
314-862-1312
http://www.insanelygreat.net
We provide support for creative users. From training and setup for the less experienced to expert advice for those who need to get every ounce of power out of their Macs, Insanely Great has affordable services for all Mac users.

Proteron, LLC
Kansas City
816-765-9383
http://www.proteron.com
We do web site development and internet/database interfacing, as well as online software publishing.

The Mac Store
St Louis
314-453-9166
http://www.macstore.com
We are the Midwest's largest Macintosh only reseller and service center. You can purchase most of our products through our web site also.

Montana

Glacial Designs
Bozeman
406-582-0168
http://www.glacial.com
A new company started in the Bozeman/Belgrade area consisting of Mac and PC experts. Our primary focus is in web design, but we also provide Macintosh consulting at affordable prices.

RAM Runners
Kalispell
406-257-9311
Authorized re-seller for Apple, Adobe, Macromedia, ViewSonice & more. Over 25 years combined experience. Specialize in DTP solutions.

Nebraska

Michael Margolies Consulting
Sidney
308-254-6694
Specailize in Publishing and graphics systems. Networking, system configurations, workflow management, training, business model consulting for Catalog publishers, Ad Agencies, Prepress vendors, Printers, graphic artists.

Nevada

GAMMA Productions
Reno
702-329-5258
http://www.gammaprod.com
GAMMA is a full service media development company, specializing in Web Design, Video/Audio Production, Interactive Multimedia, Animation, and Print Design.

Hanley & Associates
Las Vegas
702-396-0697
Independant Macintosh Consulting Group with experience in website design, filemaker pro building, to purchase advise, system setup, troubleshooting, and minor hardware repair.

ternal Software
Reno
775-857-3772
http://members.xoom.com/Aeternal
Δternal Software specializes in custom Macintosh database design using the Visual FoxPro development environment. We also support 4D and FileMaker Pro, as well as design custom database solutions in C/C++.

New Hampshire

Concord Software, Inc.
Merrimack
603-880-8151
http://www.concordsw.com
C, C++ & Java for Macintosh platforms. We are releasing a new Server (Spartacus) based on XML with a JAVA Browser and Application Builder called Javelin. We are experienced in Windows NT and UNIX, and built several servers front-ending ORACLE, SYBASE and currently have a Server project under way for INFORMIX.

Enigaml
Londonderry
603 437 1337
http://www.enigami.com
Macintosh Software Engineering Consulting
C/C++, MacApp, PowerPlant, User Interface Design, SCSI
Over 10 years experience programming Macintosh.

Panoramac Consulting
Hanover
603-632-9048
Macintosh focused consulting.
Providing the full range of consulting services, from general upgrade and purchase information to complete office layout and installation.

QED Technologies
Nashua
603 882-0810
http://www.qedtechnologies.com/
Contract Macintosh programming services. Developers of credit profiler and credit reporting software for Macintosh.

New Jersey

Data Concepts Info. Tech. Corp. (DCIT)
Ridgefield
212-714-7734
http://www.deccaNet.com
DataConcepts Info. Tech. Corp., provides the full scope of services associated with custom solutions development including operations and needs analysis, system design, software development, hardware configuration, installation, training, support and maintainance for small, medium, and large businesses and professional offices.

Intrface Consulting
Montville
973-263-5300
http://www.intrface.net
INTRFACE Specializes in the networking of Mac OS machines, Windows machines, Dos machines, and Unix machines in a LAN(Local Area Network), WAN(Wide Area Network), or both. We specialize in high traffic networking.

MacSultants
Moorestown
609-273-3255
http://www.macsultants.com
Founded in 1990, we are specialists in color pre-press, publishing, networking, communications, internet and intranet connectivity.We provide sales, support and training on all Mac applications.

MZachary Consulting
Hoboken
917-696-5656
http://www.mzachary.com/mzachary.html
MZachary Consulting specializes in complete systems integration for all Macintosh and Mac/NT cross-platform environments ranging from single-user systems to multi-user corporate LAN/WAN topologies.

Prodigal Systems Consulting Group
Long Branch
908-571-4537
Macintosh Systems Integration, consultants for wiring, installation of 10bT networks, Macintosh Troubleshooting and Upgrading.

RMS Consulting, LLC
Saddle River
201-236-2515
http://www.rmsconsult.com
RMS Consulting , LLC based in Saddle River , New Jersey is a full service IT consulting firms . Our clients are primarily Wall Street firms and the Fortune 500 comapnies that are based in NY / NJ / CN area .

New Mexico

Black Rock Mac Consultants
Santa Fe
505-466-8094
http://www.blackrockmac.com/
Black Rock Mac Services include: Help with Macintosh system selection & set-up,Training in all aspects of Macownership, Updating system software, Troubleshooting hard disk, system, and most software problems,Page Layout, desktop publishing and design, Programming & scripting,and Database development.

Sigma 4, Inc.
Las Cruces
505-382-8799
http://www.sigma4.com
Sigma 4 primarily offers Consulting Services on the Apple Macintosh Platform, custom database development using 4D by ACI, and custom software development using many of the development environments available for the Macintosh.

SUBIA
Albuquerque
505-345-2636
http://www.subia.com
SUBIA is a full-service graphics resource in Albuquerque, NM. SUBIA specializes in electronic pre-press, short-run on-demand digital color printing, graphic design and production, presentation graphics, multi-media and World Wide Web page and graphic design.

New York

A to A Graphic Services, Inc.
New York
212-229-0300
http://www.a2a.com
A to A Graphic Services, Inc. is a full-service production company providing advertising agencies, graphic designers, publications, corporations and the entertainment industry with typography, prepress services, custom color proofing, wide-format proofing, digital file transfer and digital asset management.

Association of graphic communications
New York
212-279-2104
http://www.agcomm.org
AGC provides individuals and organizations in New York, Long Island and New Jersey with career guidance, up-to-date industry-specific education and professional development training conducted by the top practicing professionals in graphic communications.

Computer ER
New York
212-317-9233
http://www.computerer.com
As a complete solutions provider, Computer ER serves as a single point of contact for all computer issues, from hardware to software, networking to computer repair.

iCorps Technologies, Inc.
New York
212-714-3559
http://www.icorpstech.com
Our consulting services include: assessing a client's current state of technology and providing guidance on the implementation of existing and new technologies to meet their strategic business objectives and implementing and maintaining hybrid networks to support both Macs and PCs.

Infohouse, Inc. (Network Plus)
New York
212-220-4242
http://www.infohouse.com
Manhattan's oldest Mac Specialist since 1995.
Dial-Up Services Offered: 56k Rockwell (flex), ISDN
Dedicated Access Services Offered : 56K, FracT1, T1, Frame Relay. Other Services : Real Audio, iCat, FrontPage, Cold Fusion. Fees : Dial Up PPP $20/Month , Virtual Domain WWW hosting

J.U.M.P! Inc.
New York
212-741-4931 741-4931
http://www.jumpspace.com
We pride ourselves in knowing a lot about computer

technology,how it works, why it doesn't, and how to fix any problem with software, hardware, or networks. We also understand how to solve problems that arise as a result of interbreeding of platforms in a business environment.

n24x7 Corp.
New York
888-my n24x7, 212 242 5100
http://www.n24x7.com
n24x7 Corp. has an expanded services offering that include complete computer networking services to businesses requiring technology experts.Services include network design that enables businesses to improve productivity with optimized data-flow throughout an organization.

Novaworks Computer Systems, Inc.
New York
212-604-9999
http://www.novaworks.com
Novaworks Computer Systems, Inc. has been a leading supplier of computer systems and computer services since 1987. We design and sell systems for digital video, graphics, publishing and design. Our offerings include on-site service and software contracts, networks, servers and more.

Seven Staffing
New York
212-254-8600
http://www.sevenstaffing.com
We're a temporary and permanent staffing company in New York. We can help you with: Print, Web, Tech Support, Presentations, Word Processing, Administrative, Design, Production... and more!

Tekserve
New York
212-929-3645
http://www.tekserve.com
What we do... Carry-in service, repair and upgrade of Macintosh Computers, both in and out of warranty. Most upgrades and some repairs are completed while you wait. Recover data at low fixed prices.

United Digital Artists/Apple Market Center
New York
212-777-7200
http://www.uda.com
United Digital Artists is the nation's premier new media and Web training and consulting company, comprised of hundreds of first-rate instructors, consultants, programmers and artists , digital photographers, designers, musicians, writers, videographers, CD-ROM and Web developers engaged in the creation of interactive products and Internet services.

North Carolina

After Hours Consulting
Raleigh
919-271-7479
http://home.att.net/~afterhoursconsulting/
Macintosh contract system administration, buyers advocacy, repair, troubleshooting and training for the North Carolina Triangle region.

Cicada Consiting Group, Inc.
Raleigh
919-664-8086
http://www.cicada.com/
Cicada Consulting Group is a networking and system design consulting firm. We specialize in creative and technical aspects of database, network and website design. We are proponents of Macintosh-, NeXT- and Be-based work environments.

Cox Consulting
Wilmington
910-350-8018
I am a free-lance education consultant. My areas of expertise are: Macintosh educational training and consulting. Training in :Clarisworks, Hyperstudio, MSWorks, Intro to the Mac, Advanced Mac Skills, Classroom Publishing, Integration of technology into the Curriculum, additional educational software training.

Everything Macintosh
Zebulon
919-404-0222
http://everythingmacintosh.com
We specialize in troubleshooting Macs and networks, and since the majority of problems experienced by users have their roots in the software, we have expertise in all common software packages as well as the MacOS.

Hughes Consulting
Carrboro
800-926-2494
http://www.pamelahughes.com
Specialists in Macintosh and cross platform Accounting, E-Commerce and Manufacturing Systems - Sales, Implementation, Training and Support.

North Dakota

Corporate Technologies
Fargo
701-277-0011
http://www.corptechnologies.com
We offer assistance in purchasing of new computers, setting up and configuring computers, installing networks, cross-platform connectivity and post-sale support.

Ohio

Creative Consulting Services
Amherst
440-985-1735
http://www.ccsmac.com/
Creative consulting Services provide Internet and Macintosh consulting services. Internet services include web site design and hosting, forms, database and e-commerce sites. Macintosh support includes troubleshooting hardware and software problems.

MacMobile
Columbus
614-257-1438
http://www.macmobile.com
MacMobile provides Macintosh service and support to the Greater Columbus Metropolitan Area. MacMobile is run by Tom Davis who has over eighteen years computer experience. On-site and phone consultations are provided.

Tubbs Consulting
Dublin
614-761-0266
http://www.tubbs.net/
Tubbs Consulting provides services for computer users on many platforms. We specialize in 3D design & illustration,animation and video. We also provide technical support and consulting services in the areas of Software and Hardware, \networking and software development.

Oklahoma

MacServ, Inc.
Oklahoma City
405-721-4181
http://www.macserv.com/
We are Oklahoma's ONLY Macintosh-only Reseller, Service Provider, and Solutions Provider. We provide solutions for general consumers, and the printing, publishing, small business, and graphic design markets.

Mega Watts Computers
Tulsa
918-664-Macs (6227)
http://www.megawatts.com/
We are an Apple Authorized Value Added Reseller. We are fully authorized to sell new Apple computers, including PowerBooks, G3's, iBooks & iMacs. In addition we also sell Factory Refurbished Apple products.

;) solutions
Bartlesville
901-331-0368
We're a small company that focuses on the home/small business market. We offer consulting, technical support, hand-holding, and other related services to the northeast Oklahoma market.

Oregon

Axelrod Consulting
Tualatin
503-691-2880
http://www.axelrodconsulting.com
We provide professional software development services for the Macintosh, Windows and Windows CE platforms, and we've been developing Macintosh software since 1984 (former Apple employee).

Creativepro.com
Portland
800-796-9798
http://www.creativepro.com/
Creativepro.com is a one-stop, quality resource for creative professionals. Creativepro.com efficiently organizes industry headline news, listing up-to-the-minute information culled from content providers including The Associated Press, Ziff-Davis, Mac Publishing LLC, Publish Magazine, PR Newswire and other sources.

Expert Macintosh Consulting
Eugene
541-344-8850
http://www.macexpert.com
Personal and affordable Macintosh assistance for corporate, small business, home and educcation users. Specialists in Mac tech. support. Maintenance contracts available. Internet installation and web site design.

Fitch & Fitch
Portland
503-760-9278
http://www.imagina.com/webpages/tfitch/
Now in our 10th year, Fitch & Fitch provides FileMaker Pro database development, website design, and Macintosh support services. We can also turn your QuarkXPress and PageMaker files into Acrobat files: put your catalogs and support materials onto CD-ROM!

Sherman Consulting, Inc.
Monmouth
503-623-4648
http://www.sherm.com
Our primary focus is consulting and training for special education inclusion. We also provide general technical support for Macintosh systems, adaptations for special needs, and Frontier-based web site services.

Pennsylvania

5-Minute Mac Consulting
Wampum

724-535-0990
http://www.5minutemac.com/
The tri-state area's leading Macintosh computer support resource for purchase planning and advice, workstation setup and configuration, network design and installation, general troubleshooting, technical support, hardware and software upgrades, and user productivity training.

CompuNerdz
Clarks Summit
570-586-4503
http://compunerdz.com
Full service Macintosh repair, upgrade, training, web design and consultation. Open 24/7 in Northeastern Pennsylvania.

Desktop Design Associates, Inc.
Allentown
610-395-9230
http://www.ddalink.com
Founded in 1987, Desktop Design Associates, Inc. is an Apple Solution Expert (ASE) specializing in the graphic arts and electronic publishing industries. DDA provides consulting, sales, service, support and training.

MAC Technology Groupe, Inc
Bensalem
215-245-8144
http://www.mtgroupe.com
Mac Technology Groupe is a computer consulting, service and sales organization. We specialize in the implementation of Macintosh and PC workstations/fileservers in the graphic arts, production, pre-press and education industries.

Nathan White
Horsham
215-672-0475
http://www.voicenet.com/~nvwhite/pro
Software and Database design, Internet Services, Consulting. Direct Mail industry specialist with experience in DOS/VSE, AFP, and EZ-Letter. Cobol and Assembly work. Migrating developement and production to PC environment.

Rhode Island

For Color, Ink
Portsmouth
401-683-7829
For Color, Ink specializes in on-site training, writing custom ICC profiles, and organizing data workflow for the electronic publishing industry.

Gravity Storm Inc.
Tiverton
401-624-2815
http://www.gravitystorm.com
Gravity Storm Inc. is a technology consulting firm located in Tiverton, Rhode Island. We specialize in assisting small to medium sized businesses throughout southeastern New England to get the most out of today's technologies.

The ICon Group
Johnston
401-831-3946
http://www.theicongroup.com/iconinfo/
The ICon Group provides innovative consulting services to education and business customers. Our services include technical consulting, planning, systems design, custom development, and staff development.

South Carolina

Always Thinking, Inc.
Beaufort
800-556-9559
http://www.alwaysthinking.com
Always Thinking provides professional Macintosh software development serives to software publishers and corporate clients. Our programmers have a wide variety of skills ranging from solid GUI design and implementation down to low-level system extensions.

Computer Consultants Group
Charleston
843-722-7607
http://www.ccgnet.com/
Computer Consultants Group (CCG) specializes in servicing small to medium sized companies, as well as individuals. CCG provides comprehensive consulting services to clients. CCG plans and executes installation and implementation of hardware and software systems.

David J. Crockett
Seneca
864-882-4943
http://www.mynvo.com/crockett
Familiarity with Mac client/server situations. Developer of AppleScript-based custom automated solutions to WWW, e-mail and file exchange situations (special attention to media/public relations settings). Offer both telephone-based and limited onsite consulting at reasonable rates.

The Mac Doctor, Inc.
Greenville
864-421-0374
http://members.home.net/macbones/
Local Greenville, SC area Macintosh support. Consulting, repair, networking, new system setup/orientation, private tutoring/classroom training, and quarterly maintenance contracts with no 'up-front' charges.

South Dakota

Computer Resources
Sioux Falls
605-333-9600
http://crsd.com
Computer Resources, an Apple Authorized Dealer and Service Provider, has been serving business and publishing customers in the Tri-State area for over ten years. We pride ourselves in prompt response time and an extended knowledge of the Macintosh platform.

Computer's Etc.
Rapid City
605-342-9204
Computer's Etc. is a business specializing in Macintosh consulting. Areas of expertise are Macintosh video editing solutions, business database and spreadsheet design solutions. Computer's Etc. also specializes in cross platform solutions and cross platform data and file transfer from PC to Mac and Mac to PC platforms.

Tennessee

Creative Software Solutions
Fayetteville
931-438-0727
http://www.creativeswsolutions.com
Creative Software Solutions is a database consulting company specializing in the development of off-the-shelf and custom FileMaker Pro database solutions (Macintosh and Windows) for all types of businesses and organizations.

Duthie Associates, Inc.
Nashville
615-386-3061
http://www.duthiemm.com
Duthie Associates, Inc.'s services include consulting and development of interactive multimedia business presentations, and training programs. Programs are delivered on Macintosh and Windows computers,

Image One Solutions
Cleveland
423-476-1558
http://www.imageonesolutions.com
Our expertise is FileMaker Pro. Individually customized solutions for your business, including internet features with database-driven web sites and complete FileMaker Pro hosting.

The Macsmith
Antioch
615-360-8641
Highest quality Macintosh Service!
Very successful since starting in June of 1995. (Quality has a way of getting its own word out).

Texas

Complete Data Solutions, Inc.
Austin
512-329-6161
http://www.compdata.com
Complete Data Solutions (CDS), an innovator in the technology services industry, has pioneered a new process to quickly analyze and identify a company's core strategic issues, then develop an information technology (IT) plan that addresses the company's current challenges and makes the most of their future opportunities.

datavista
Austin
512-832-4123
http://www.datavista.com
Information Services for Presentation, Media & Content - and- technology. Solutions for Macintosh e-Business.

Entech Information Services
Houston
713-952-2800
http://www.entech.com
Entech is the premier provider of business internet service in the Houston area (as ranked by Houston Business Journal). We provide consulting services, internet connectivity (business only), website hosting, website development and website programming.

Mr. MacHead
Dallas
214-351-2700
http://www.mrmachead.com
Mr. Machead offers Macintosh technical support for both hardware and software. Offering Macintosh integration solutions and cross-platform connectivity between Macintosh and DOS, Windows and NT networks.

The Mac Guru
Bastrop/Austin
512-278-8098
http://www.sbi-enterprises.com
The Mac Guru offers expert, on-site support & services to Austin and Central Texas Mac users, including setup, training, troubleshooting, hardware and software installations, upgrades and networking.

Utah

Aaron W. Beck Co.
Salt Lake City
801-263-6506
http://www.awbeck.com/
Database and networking system specialists. Creating network database solutions using FileMaker pro to refine company throughput and information sharing and knowledge through personalized training.

ExperCom
Hyde Park
888-563-6112
http://www.expercom.com
ExperCom sells and services new, used and reconditioned Macintosh computers and accessories.

Red Rock Software, Inc.
Salt Lake City
801-322-4322
http://www.redrocksw.com
Analysis & Design - experience with complete software lifecycle on commercial, shipping products, OOA/OOD methodologies are used as a matter of course for both in-house and for-hire projects.

Vermont

Blue Wave Software
East Thetford
802-785-2547
http://www.bluewav.com
Blue Wave Software designs and develops software for new media applications, including digital audio, video, and the web.

Humble Digital inc.
Shelburne
802-846-2157
http://www.humbledigital.com
Humble Digital is northern Vermont's #1 Apple Solutions Expert. We offer print and multimedia creation, web design & hosting, QuickTime Streaming, and training classes. Visit our site or call us for information.

Sylvan Software
Norwich
802-649-2231
Sylvan Software provides consulting services to businesses, institutions and individuals in Vermont, New Hampshire and northern Massachusetts. We specialize in custom databases built using ACI's 4th Dimension and Sybase's PowerBuilder.

Virginia

Capitol Mac
Richmond
804-358-3100
http://www.capitolmac.com
Capitol Mac is Richmond's only Apple Specialist, in addition to being an Authorized Value Added Reseller and Apple Service Provider Plus. Capitol Mac is the source for Apple Computers and peripherals for graphic designers, videographers, business users and hardcore gamers in and around the Richmond, Virginia area.

Seneca Support Technologies
Vienna
703-903-0200
http://www.seneca.com
Seneca Support Technologies provides high quality rapid response help desk solutions to Fortune 2,000 companies, VARS, Resellers, and Consultants. Seneca offers truly scaleable technical support solutions featuring toll free 800# access, rapid response priority technical phone support.

Source 3, Inc.
Springfield
703-569-5000
http://www.source3.com
A women owned full service cross-media communications company. Expert in all major software packages.

TASC
Arlington
703-558-7400
http://www.tasc.com/
TASC develops and distributes cutting-edge products and services designed to help our clients meet their own ambitious technical goals more efficiently and cost-effectively.

TECHEAD
Richmond
804-782-6971
http://www.techead.com
TECHEAD provides Computer Training, Technical Staffing, and Web Development services. All of our training classes are taught on the Mac platform with a focus on Web and Multimedia Tools such as Dreamweaver, Flash, Fireworks and Director, as well as, classes in graphics apps such as Photoshop, Quark, Illustrator and FreeHand.

Washington

ActiveMac
Seattle
206-297-8834
http://www.activemac.com/
ActiveMac is a computer consulting firm specializing in web design and hosting, scripting and office automation (including AppleScript, FileMaker, etc.), and on-site troubleshooting and support.

Hewitt Consulting
Chehalis
360-740-1090
http://www.hewittco.com
We specialize in local and state government services, election systems for state and county governments, and electronic commerce. Our primary focus is developing quality business applications using high speed database technology and the MacOS.

Piper Computer Services
Port Orchard
http://macpcs.com
Apple Macintosh software and hardware support, troubleshooting, configuration, and web site design. Phone support available!

SkyTouch Communications
Bellevue
206-643-4653
http://www.skytouch.com/
SkyTouch Communications (formerly Raven Systems) was founded in 1992 with the explicit purpose of developing innovative, high-quality, personal computer software solutions.

Wisconson

Connecting Point Computer Center
Green Bay
920-435-2335
http://www.cccp.com
Offerings include sales, network connectivity, full rental dept., training and the largest service dept. in Northeast, Wisconsin. Desktop Publishing/Multimedia specialist in-house, 3 authorized service technicians, 3 Mac trainers, and a Chancery Authorized Reseller featuring Mac School software.

MacPower Consulting
Eau Claire
715-552-1753
Private Macintosh consultant specializing in: home/small business design & setup, internet access & connectivity, and hardware & software troubleshooting.

NRG Software, LLC.
Milwaukee
414-545-0353
http://www.nrgsoft.com
Custom Mac Programming, scripting, java development, database work, etc.

Third Millennium Design, Inc (3MD)
Milwaukee
414-221-1941
http://www.3md.com
Started in 1992, 3MD services the design/production industry. 3MD an Apple Authorized Service Center and Reseller, has four areas of specialization, Sales/service, design/production, training, and Internet services. We are experts in cross-platform integration & production.

Canada

Blue Chip Consulting Inc.
Toronto
416-456-1555
Blue Chip Consulting Inc. was established in 1990 to provide database and office automation solutions to small to large size companies. We provide customized software as well as consulting services to these groups along with "Executive Training" for those that wish one-on-one training in only the areas that they are concerned.

Green Solutions for Macintosh
Toronto
416-928-2125
http://www.greenapple.on.ca
A Toronto based consulting firm specializing in Macintosh training, diagnostics, and custom business solutions including internet access and web page design.

Can't find a consultant?

If you can't find a consultant in your area, be sure to search our consultant's database at www.macdirectory.com/pages/Services.html and access over 5,000 Macintosh consultants worldwide.


Where do you turn for Mac info?
Over 1.2 million Macintosh solutions www.macdirectory.com

MacDirectory Business Directory



Welcome to MacDirectory Super Buyer's Guide

We have created this section to help you find the products and services you need for your Macintosh and business. A complete index section is available on page 191. If you can't find what you are looking for, don't panic! Simply go to www.macdirectory.com and access the largest Macintosh product and service database. Over 1 million solutions are available including job openings, daily news, free technical support, reviews, hot deals and new product information.

ACCELERATORS

ADAPTEC, INC., WWW.ADAPTEC.COM **408/945-8600**
ATI TECHNOLOGIES INC., WWW.ATITECH.COM 905/882-2600
CORECO, WWW.CORECO.COM 514/333-1301
DAYSTAR DIGITAL, INC., WWW.DAYSTAR.COM 770/967-2077
FORMAC ELEKTRONIK GMBH, WWW.FORMAC.COM +49 3379-340-0
GRIFFIN TECHNOLOGY, INC., WWW.GRIFFINTECHNOLOGY.COM **615/255-0990**
INTEGRATED COMPUTER ENGINES, INC., WWW.ICED.COM 781/768-2300
MICROMAC TECHNOLOGY, INC., WWW.MICROMAC.COM 949/362-1000
NEWER TECHNOLOGY, INC., WWW.NEWERTECH.COM 316/943-0222
POWERLOGIX, WWW.POWERLOGIX.COM 512/795-2978
SONNET TECHNOLOGIES, WWW.SONNETTECH.COM **800-786-6260**
SONNET CARDS OFFER SUPERIOR VALUE. THEY ARE EASY TO INSTALL, RELIABLE, AND PRICED WELL BELOW A NEW COMPUTER. ALL SONNET UPGRADES ARE CONSERVATIVELY BUILT TO RUN WELL WITHIN ENGINEERING DESIGN SPECIFICATIONS FOR SPEED, TEMPERATURE, AND POWER CONSUMPTION. THIS IS ONE OF THE REASONS WHY SONNET IS ABLE TO OFFER AN INDUSTRY-LEADING, THREE-YEAR MANUFACTURER'S WARRANTY.
SKY4 STUDIOS, WWW.SKY4STUDIOS.BE/ +32 3 471 19 98
TECHWORKS , WWW.TECHWORKS.COM **800/688-7466**
TOTAL IMPACT, WWW.TOTALIMPACT.COM 805/987-8704
TRANS INTERNATIONAL, WWW.TRANSINTL.COM 714-634-1583
VILLAGE TRONIC, WWW.VILLAGETRONIC.COM +49 5066 7013 0
XLR-8 BY INTEREX, WWW.INTEREXINC.COM 316/636-5544
YARC SYSTEMS CORPORATION, WWW.YARC.COM 805/499-9444

ACCESSORIES

BELKIN, WWW.BELKIN.COM **800/223-5546**
BOOKWARES, WWW.BOOKWARES.COM 415/339 8900
CO-DU-CO COMPUTER DUST COVERS, WWW.CO-DU-CO.COM 414/476-1584
DR. BOTT, WWW.DRBOTT.COM **503-452-8101**
GRIFFIN TECHNOLOGY, WWW.GRIFFINTECHNOLOGY.COM **615/255-0990**
JOSEPH C LEE COMPANY, WWW.IMACRESETBUTTON.COM 559/994-0155
LAIDBACK WE R INC., WWW.LAPTOP-LAIDBACK.COM 902/226-3092
MADSONLINE, WWW.MADSONLINE.COM 415/339-8900
TARGUS, INC., WWW.TARGUS.COM 714/523-5429
TENBA QUALITY CASES LTD., WWW.TENBA.COM 212/966-1013
TOM BIHN PACKS, WWW.TOMBIHN.COM 831/423-5659

ACCESSORIES - ADAPTERS

GRIFFIN TECHNOLOGY, INC., WWW.GRIFFINTECHNOLOGY.COM **615/255-0990**

ACCESSORIES - CABLES

BELKIN, WWW.BELKIN.COM **800/223-5546**
BLACK BOX CORPORATION, WWW.BLACKBOX.COM 724/746-5500
MICROTECH INTERNATIONAL, INC., WWW.MICROTECHINT.COM 203/483-9402

ACCESSORIES - CACHE

MICROMAC TECHNOLOGY, INC., WWW.MICROMAC.COM 949/362-1000
POWERLOGIX, WWW.POWERLOGIX.COM 512/795-2978
VIKING COMPONENTS INC., WWW.VIKINGCOMPONENTS.COM 714/643-7255
XLR-8 BY INTEREX, WWW.INTEREXINC.COM 316/636-5544

ACCESSORIES - DISPLAY DEVICES

GRIFFIN TECHNOLOGY, INC., WWW.GRIFFINTECHNOLOGY.COM **615/255-0990**
MICROMAC TECHNOLOGY, INC., WWW.MICROMAC.COM 949/362-1000

ACCESSORIES - HARDWARE

COMET LABS, WWW.COMETLABS.COM **877-99COMET**
DATATRAK, WWW.DATATRAKUSA.COM 316/263-7100
DR. BOTT, WWW.DRBOTT.COM **503-452-8101**
DYNAMIC ENGINEERING, WWW.DYNENG.COM 408/336-8891
GEFEN SYSTEMS, INC., WWW.GEFEN.COM 818/884-6294
GREAT GIZMOS, WWW.GREATGIZMOS.COM 702/359-1165
NEATO LLC, WWW.NEATO.COM 203/466-5170
NETWORK TECHNOLOGIES INC., WWW.NETWORKTECHINC.COM 330/562-7070
NORAD CORPORATION, WWW.NORADCORP.COM 310/605-0808
TETRATEL INC, WWW.TETRATEL.COM 403/465-1215
UCHISHIBA SEISAKUSHO, INC., WWW.UCHISHIBA.CO.JP +81 6 551 5771

ACCESSORIES - PCMCIA

COMET LABS, WWW.COMETLABS.COM **877-99COMET**
OSITECH COMMUNICATIONS, INC., WWW.OSITECH.COM 519/836-8063)
QUATECH, WWW.QUATECH.COM 330/434-3154

ACCESSORIES - POWER PROTECTION

AMERICAN POWER CONVERSION, WWW.APCC.COM 401/789-5735
BATTERY TECHNOLOGY INC, WWW.BATTERYTECH.COM 213/728-7874
BELKIN , WWW.BELKIN.COM **800/223-5546**
CODE MERCENARIES, WWW.CODEMERCS.COM +49-30-772 38 16
KERNEL PRODUCTIONS, INC., WWW.KERNEL.COM 302/456-3026
LIND ELECTRONICS, INC., WWW.LINDELECTRONICS.COM 612/927-6303
MADSONLINE, WWW.MADSONLINE.COM 415/339-8900
MGE UPS SYSTEMS, WWW.MGEUPS.COM 714/557-1636
MINUTEMAN UPS, WWW.MINUTEMAN-UPS.COM 800/238-7272
PANAMAX, WWW.PANAMAX.COM 415/499-3900
PORT INC., WWW.PORT.COM 203/852-1102
SL WABER, INC., WWW.WABER.COM 609/866-8888
SOPHISTICATED CIRCUITS, INC., WWW.SOPHISTICATED.COM 425/485-7979
STATPOWER, WWW.STATPOWER.COM 604/420-1585
VST TECHNOLOGIES, INC., WWW.VSTTECH.COM **978/263-9700**

ACCESSORIES - PRINTING

BDT PRODUCTS INC, WWW.BDTP.COM 714/660-1386
MICROSPOT USA, INC., WWW.MICROSPOT.COM 408/253-2000

ACCESSORIES - PROJECTION DEVICES

POWER R, INC., WWW.POWERR.COM 206/282-2000

ACCESSORIES - SCSI

ADAPTEC, INC., WWW.ADAPTEC.COM 408/945-8600

ACCOUNTING SOFTWARE

ADVANCED ELECTRONIC SUPPORT PRODUCTS , WWW.AESP.COM 305/944-7710
APS TECHNOLOGIES INC., WWW.APSTECH.COM 816/483-1600
ATTO TECHNOLOG, INC., WWW.ATTOTECH.COM 716/691-1999
BLACK BOX CORPORATION, WWW.BLACKBOX.COM 724/746-5500
CONNECTCOM SOLUTIONS, INC., WWW.CONNECTCOM.NET 408/383-9400
DISTRIBUTED PROCESSING TECHNOLOGY, WWW.DPT.COM 407/830-5522
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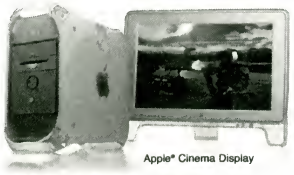
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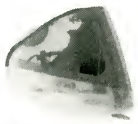
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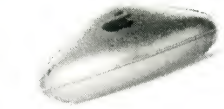
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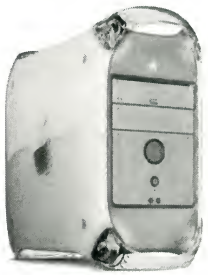
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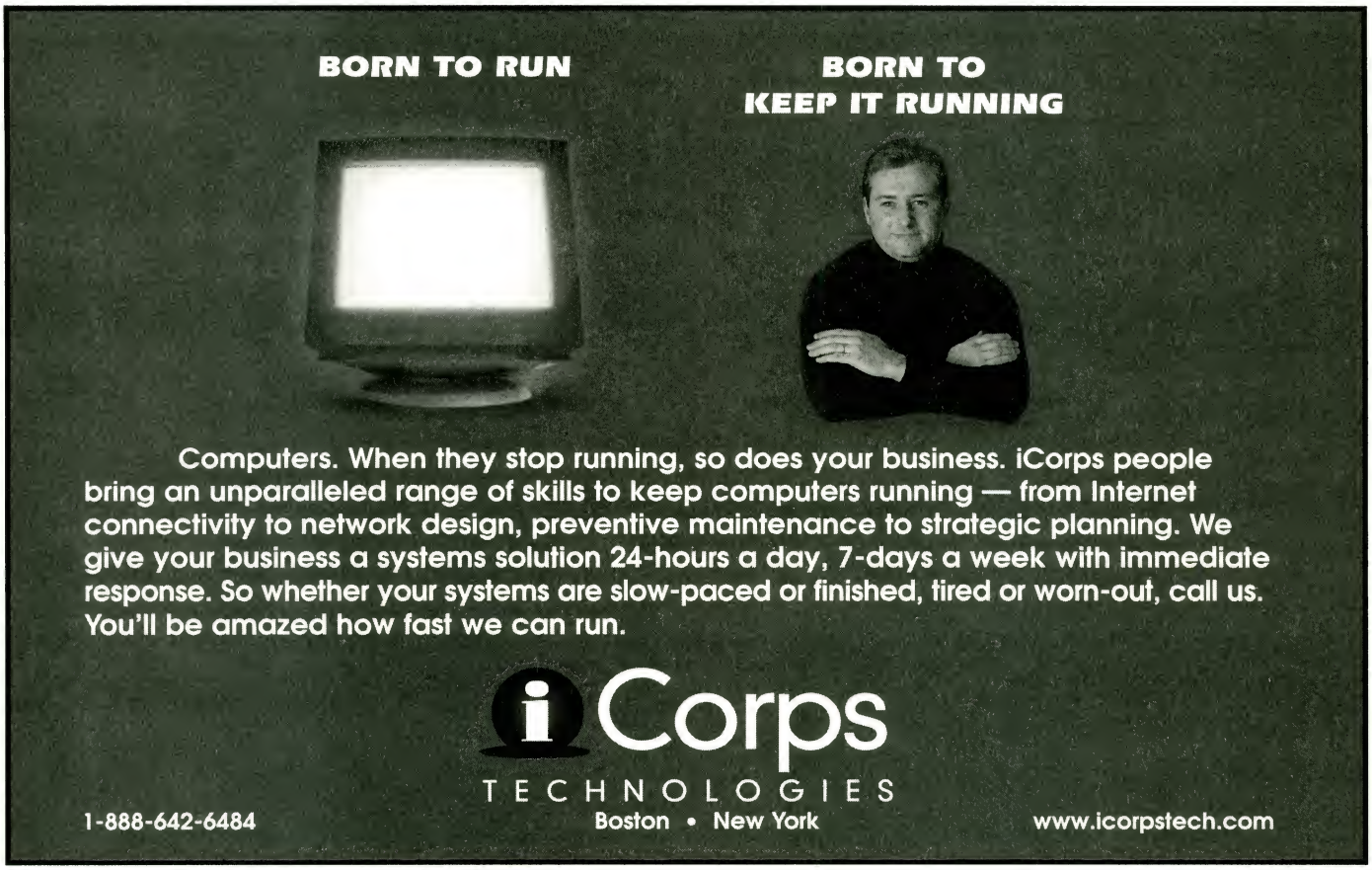
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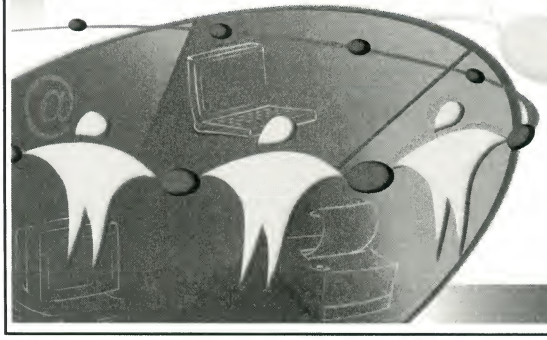
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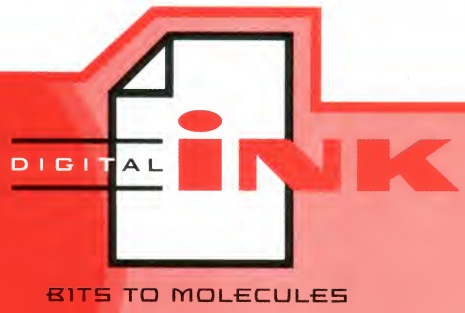
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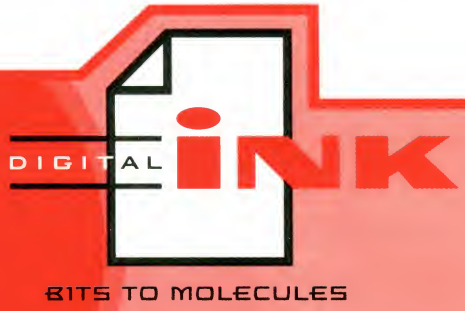
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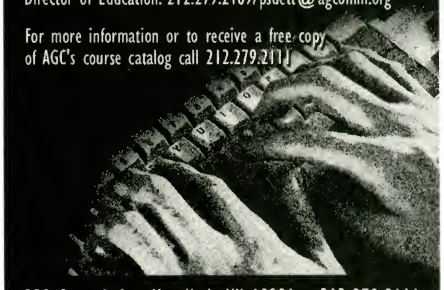
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MACINTOSH 128K	N/A	N/A	0.125MB	0.125MB	N/A	N/A	0
MACINTOSH 512K	N/A	N/A	0.5MB	0.5MB	N/A	N/A	0
MACINTOSH XL	LISA CARDS	N/A	0.5MB	2MB	512K	1	2
MACINTOSH PLUS	30-PIN SIMM	150 NS	1MB	4MB	256K, 1MB	2	4
MACINTOSH 512KE	N/A	N/A	0.5MB	0.5MB	N/A	N/A	0
MACINTOSH SE	30-PIN SIMM	150 NS	1MB	4MB	256K, 1MB	2	4
MACINTOSH II	30-PIN SIMM	120 NS	1MB	20MB	256K, 1, 4MB	4	8
MACINTOSH IIX	30-PIN SIMM	120 NS	1MB	32MB	256K, 1, 4MB	4	8
MACINTOSH SE/30	30-PIN SIMM	120 NS	1MB	32MB	256K, 1, 4MB	4	8
MACINTOSH IICX	30-PIN SIMM	120 NS	1MB	128MB	256K, 1, 4, 16MB	4	8
MACINTOSH IICI	30-PIN SIMM	80 NS	1MB	128MB	256K, 512K, 1, 2, 4, 16MB	4	8
MACINTOSH PORTABLE	PORTABLE	100 NS	1MB	8MB	1-8MB	1	1
MACINTOSH IIFX	64-PIN SIMM	80 NS	4MB	128MB	1, 4, 16MB	4	8
MACINTOSH CLASSIC	30-PIN SIMM	120 NS	1MB	4MB	256K, 1MB	2	2
MACINTOSH IISI	30-PIN SIMM	100 NS	1MB	17MB	256K, 512K, 1, 2, 4MB	4	4
MACINTOSH LC	30-PIN SIMM	100 NS	2MB	10MB	1, 2, 4MB	2	2
MACINTOSH CLASSIC II	30-PIN SIMM	100 NS	2MB	10MB	1, 2, 4MB	2	2
MACINTOSH QUADRA 700	30-PIN SIMM	80 NS	4MB	20MB	1, 4MB	4	4
MACINTOSH QUADRA 900	30-PIN SIMM	80 NS	4MB	256MB	1, 4, 8, 16MB	4	16
MACINTOSH POWERBOOK 100	PB1XX	100 NS	2MB	8MB	2, 4, 6MB	1	1
MACINTOSH POWERBOOK 140	PB1XX	100 NS	2MB	8MB	2, 4, 6MB	1	1
MACINTOSH POWERBOOK 170	PB1XX	100 NS	2MB	8MB	2, 4, 6MB	1	1
MACINTOSH LC II	30-PIN SIMM	100 NS	4MB	10MB	1, 2, 4MB	2	2
MACINTOSH QUADRA 950	30-PIN SIMM	80 NS	4MB	256MB	1, 4, 8, 16MB	4	16
MACINTOSH POWERBOOK 145	PB1XX	100 NS	2MB	8MB	2, 4, 6MB	1	1
MACINTOSH PERFORMA 200	30-PIN SIMM	100 NS	2MB	10MB	1, 2, 4MB	2	2
MACINTOSH PERFORMA 430	30-PIN SIMM	100 NS	4MB	10MB	1, 2, 4MB	2	2
MACINTOSH PERFORMA 600 AND 600CD	30-PIN SIMM	80 NS	4MB	68MB	256K, 1, 2, 4, 16MB	4	4
MACINTOSH POWERBOOK 160	PB1XX	85 NS	4MB	14MB	2, 4, 10MB	1	1
MACINTOSH POWERBOOK 180	PB1XX	85 NS	4MB	14MB	2, 4, 6, 8, 10MB	1	1
MACINTOSH POWERBOOK DUO 210	DUO	70 NS	4MB	24MB	4-20MB	1	1
MACINTOSH POWERBOOK DUO 230	DUO	70 NS	4MB	24MB	4-20MB	1	1
MACINTOSH IIVI	30-PIN SIMM	80 NS	4MB	68MB	256K, 1, 2, 4, 16MB	4	4
MACINTOSH IIVX	30-PIN SIMM	80 NS	4MB	68MB	256K, 1, 2, 4, 16MB	4	4
MACINTOSH COLOR CLASSIC	30-PIN SIMM	100 NS	4MB	10MB	1, 2, 4MB	2	2
MACINTOSH LC III	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH CENTRIS 610	72-PIN SIMM	80 NS	4MB	68MB	4, 8, 16, 32MB	1	2
MACINTOSH CENTRIS 650	72-PIN SIMM	80 NS	4MB	132, 136MB	4, 8, 16, 32MB	1	4
MACINTOSH QUADRA 800	72-PIN SIMM	60 NS	8MB	136MB	4, 8, 16, 32MB	1	4
MACINTOSH POWERBOOK 165C	PB1XX	85 NS	4MB	14MB	2, 4, 10MB	1	1
MACINTOSH PERFORMA 450	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH LC 520	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH POWERBOOK 145B	PB1XX	100 NS	4MB	8MB	2, 4MB	1	1
MACINTOSH POWERBOOK 180C	PB1XX	85 NS	4MB	14MB	2, 4, 6, 8, 10MB	1	1
MACINTOSH CENTRIS 660AV	72-PIN SIMM	70 NS	4MB	68MB	4, 8, 16, 32MB	1	2
MACINTOSH QUADRA 840AV	72-PIN SIMM	60 NS	4MB	128MB	4, 8, 16, 32MB	1	4
MACINTOSH POWERBOOK 165	PB1XX	85 NS	4MB	14MB	2, 4, 10MB	1	1
MACINTOSH LC 475	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH QUADRA 605	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH QUADRA 610	72-PIN SIMM	80 NS	4MB	68MB	4, 8, 16, 32MB	1	2
MACINTOSH QUADRA 650	72-PIN SIMM	80 NS	4MB	132, 136MB	4, 8, 16, 32MB	1	4
MACINTOSH QUADRA 660AV	72-PIN SIMM	70 NS	4MB	68MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 460	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 475	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 550	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH POWERBOOK DUO 250	DUO	70 NS	4MB	24MB	4-20MB	1	1
MACINTOSH POWERBOOK DUO 270C	DUO	70 NS	4MB	32MB	4-28MB	1	1
MACINTOSH LC 550	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH LC 575	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
POWER MACINTOSH 6100/60	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
POWER MACINTOSH 7100/66	72-PIN SIMM	80 NS	8MB	136MB	4, 8, 16, 32MB	2	4
POWER MACINTOSH 8100/80	72-PIN SIMM	80 NS	8MB	264MB	4, 8, 16, 32MB	2	8
MACINTOSH POWERBOOK DUO 280	DUO	70 NS	4MB	40MB	4-36MB	1	1
MACINTOSH POWERBOOK DUO 280C	DUO	70 NS	4MB	40MB	4-36MB	1	1
MACINTOSH PERFORMA 275	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 400	30-PIN SIMM	100 NS	4MB	10MB	1, 2, 4MB	2	2
MACINTOSH PERFORMA 405	30-PIN SIMM	100 NS	4MB	10MB	1, 2, 4MB	2	2
MACINTOSH PERFORMA 410	30-PIN SIMM	100 NS	4MB	10MB	1, 2, 4MB	2	2
MACINTOSH PERFORMA 466	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1

MACDIRECTORY MEMORY GUIDE

COMPUTER MODEL	MEMORY TYPE	MEMORY SPEED	MIN RAM	MAX RAM	MEMORY SIZE	INSTALL IN GROUPS	NO. OF SLOTS
MACINTOSH PERFORMA 467	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 476	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH TV	72-PIN SIMM	80 NS	4MB	8MB	1, 4MB	1	1
MACINTOSH POWERBOOK 520	PB5XX	70 NS	4MB	36MB	4, 8, 12, 20, 32MB	1	1
MACINTOSH POWERBOOK 520C	PB5XX	70 NS	4MB	36MB	4, 8, 12, 20, 32MB	1	1
MACINTOSH POWERBOOK 540	PB5XX	70 NS	4MB	36MB	4, 8, 12, 20, 32MB	1	1
MACINTOSH POWERBOOK 540C	PB5XX	70 NS	4MB	36MB	4, 8, 12, 20, 32MB	1	1
MACINTOSH POWERBOOK 150	DUO	70 NS	4MB	40MB	4, 8, 20, 36MB	1	1
MACINTOSH LC 630	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH QUADRA 630	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 630 AND 630CD	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
POWER MACINTOSH 6100/60AV	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
MACINTOSH PERFORMA 635CD	72-PIN SIMM	80 NS	5MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 636 AND 636CD	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 637CD	72-PIN SIMM	80 NS	8MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 638CD	72-PIN SIMM	80 NS	8MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
POWER MACINTOSH 7100/66AV	72-PIN SIMM	80 NS	8MB	136MB	4, 8, 16, 32MB	2	4
POWER MACINTOSH 8100/80AV	72-PIN SIMM	80 NS	8MB	264MB	4, 8, 16, 32MB	2	8
POWER MACINTOSH 8100/110	72-PIN SIMM	80 NS	16MB	264MB	4, 8, 16, 32MB	2	8
MACINTOSH PERFORMA 575	72-PIN SIMM	80 NS	5MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 577	72-PIN SIMM	80 NS	5MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 578	72-PIN SIMM	80 NS	8MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH COLOR CLASSIC II	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 250	30-PIN SIMM	100 NS	4MB	10MB	1, 2, 4MB	2	2
MACINTOSH PERFORMA 6110CD	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
MACINTOSH PERFORMA 6112CD	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
MACINTOSH PERFORMA 6115CD	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
MACINTOSH PERFORMA 6117CD	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
MACINTOSH PERFORMA 6118CD	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
WORKGROUP SERVER 80	72-PIN SIMM	60 NS	8MB	136MB	4, 8, 16, 32MB	1	4
WORKGROUP SERVER 95	30-PIN SIMM	80 NS	8MB	256MB	1, 4, 8, 16MB	4	16
WORKGROUP SERVER 6150	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
WORKGROUP SERVER 8150	72-PIN SIMM	80 NS	8MB	264MB	4, 8, 16, 32MB	2	8
WORKGROUP SERVER 9150	72-PIN SIMM	80 NS	8MB	264MB	4, 8, 16, 32MB	2	8
MACINTOSH DUO MINIDOCK	N/A	N/A	N/A	N/A	N/A	N/A	0
MACINTOSH DUO DOCK	N/A	N/A	N/A	N/A	N/A	N/A	0
POWERBOOK DUO DOCK II	N/A	N/A	N/A	N/A	N/A	N/A	0
POWER MACINTOSH 7100/80	72-PIN SIMM	80 NS	8MB	136MB	4, 8, 16, 32MB	2	4
POWER MACINTOSH 7100/80AV	72-PIN SIMM	80 NS	8MB	136MB	4, 8, 16, 32MB	2	4
POWER MACINTOSH 8100/100	72-PIN SIMM	80 NS	8MB	264MB	4, 8, 16, 32MB	2	8
POWER MACINTOSH 8100/100AV	72-PIN SIMM	80 NS	8MB	264MB	4, 8, 16, 32MB	2	8
POWER MACINTOSH 6100/66	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
POWER MACINTOSH 6100/66AV	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
MACINTOSH SE FDHD	30-PIN SIMM	150 NS	1MB	4MB	256K, 1MB	2	4
MACINTOSH PERFORMA 560	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
MACINTOSH PERFORMA 520	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
POWER MACINTOSH 700	30-PIN SIMM	80 NS	4MB	20MB	1, 4MB	4	4
POWER MACINTOSH 800	72-PIN SIMM	60 NS	8MB	136MB	4, 8, 16, 32MB	1	4
POWER MACINTOSH 900	30-PIN SIMM	80 NS	4MB	256MB	1, 4, 8, 16MB	4	16
POWER MACINTOSH 950	30-PIN SIMM	80 NS	4MB	256MB	1, 4, 8, 16MB	4	16
POWER MACINTOSH C610	72-PIN SIMM	80 NS	4MB	68MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH Q610	72-PIN SIMM	80 NS	4MB	68MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH C650	72-PIN SIMM	80 NS	4MB	132, 136MB	4, 8, 16, 32MB	1	4
POWER MACINTOSH Q650	72-PIN SIMM	80 NS	4MB	132, 136MB	4, 8, 16, 32MB	1	4
POWER MACINTOSH 475/605	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
POWER MACINTOSH 630	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
POWER MACINTOSH 575	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
POWER MACINTOSH 5200/75 LC	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH LC 580	72-PIN SIMM	80 NS	8MB	52MB	1, 2, 4, 8, 16, 32MB	1	2
MACINTOSH LC 630 DOS COMPATIBLE	72-PIN SIMM	80 NS	12MB	52MB	1, 2, 4, 8, 16, 32MB	1	2
WORKGROUP SERVER 6150/66	72-PIN SIMM	80 NS	16MB	72MB	4, 8, 16, 32MB	2	2
WORKGROUP SERVER 8150/110	72-PIN SIMM	80 NS	16MB	264MB	4, 8, 16, 32MB	2	8
WORKGROUP SERVER 9150/120	72-PIN SIMM	80 NS	16MB	264MB	4, 8, 16, 32MB	2	8
MACINTOSH LC III+	72-PIN SIMM	80 NS	4MB	36MB	1, 2, 4, 8, 16, 32MB	1	1
POWER MACINTOSH 580	72-PIN SIMM	80 NS	4MB	52MB	1, 2, 4, 8, 16, 32MB	1	2
MACINTOSH QUADRA 610	72-PIN SIMM	80 NS	4MB	68MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 6100/66	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
MACINTOSH PERFORMA 580CD	72-PIN SIMM	80 NS	8MB	52MB	1, 2, 4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 640CD	72-PIN SIMM	80 NS	8MB	52MB	1, 2, 4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 5200CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2

COMPUTER MODEL	MEMORY TYPE	MEMORY SPEED	MIN RAM	MAX RAM	MEMORY SIZE	INSTALL IN GROUPS	NO. OF SLOTS
POWERBOOK DUO DOCK PLUS	N/A	N/A	N/A	N/A	N/A	N/A	0
MACINTOSH PERFORMA 588CD	72-PIN SIMM	80 NS	8MB	52MB	1, 2, 4, 8, 16, 32MB	1	2
POWER MACINTOSH 8115/110	72-PIN SIMM	80 NS	8MB	264MB	4, 8, 16, 32MB	2	8
MACINTOSH PERFORMA 5210CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 5220CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 6200CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 6200/75	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 9500/120	168-PIN DIMM	70 NS	16MB	768MB	8, 16, 32, 64MB	1	12
POWER MACINTOSH 9500/132	168-PIN DIMM	70 NS	16MB	768MB	8, 16, 32, 64MB	1	12
WORKGROUP SERVER 60 (50/25 MHZ)	72-PIN SIMM	80 NS	8MB	68MB	4, 8, 16, 32MB	1	4
MACINTOSH POWERBOOK 550C	PB5XX	70 NS	12MB	36MB	4, 8, 12, 20, 32MB	1	1
MACINTOSH PERFORMA 631CD	72-PIN SIMM	80 NS	8MB	52MB	1, 2, 4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 6116CD	72-PIN SIMM	80 NS	8MB	72MB	4, 8, 16, 32MB	2	2
MACINTOSH PERFORMA 5215CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 6216CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 6218CD	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 6220CD	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 6230CD	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 8500/120	168-PIN DIMM	70 NS	16MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 7500/100	168-PIN DIMM	70 NS	8MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 7200/90	168-PIN DIMM	70 NS	8MB	256MB	8, 16, 32, 64MB	1	4
POWER MACINTOSH 7200/75	168-PIN DIMM	70 NS	8MB	256MB	8, 16, 32, 64MB	1	4
MACINTOSH POWERBOOK 190/66	PB53XX	70 NS	4MB	36, 40MB	4-32MB	1	1
MACINTOSH POWERBOOK 190CS/66	PB53XX	70 NS	4MB	36, 40MB	4-32MB	1	1
MACINTOSH POWERBOOK DUO 2300C/100	DUO	70 NS	8MB	56MB	4-48MB	1	1
MACINTOSH POWERBOOK 5300/100	PB53XX	70 NS	8MB	64MB	8-56MB	1	1
MACINTOSH POWERBOOK 5300CS/100	PB53XX	70 NS	8MB	64MB	8-64MB	1	1
MACINTOSH POWERBOOK 5300C/100	PB53XX	70 NS	8MB	64MB	8-64MB	1	1
MACINTOSH POWERBOOK 5300CE/117	PB53XX	70 NS	32MB	64MB	8-64MB	1	1
POWER MACINTOSH 5300/100 LC	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 6214CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 6300CD	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 5300CD	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 6205CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 9515/132	168-PIN DIMM	70 NS	8MB	768MB	8, 16, 32, 64MB	1	12
MACINTOSH PERFORMA 6210CD	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 5320CD	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 8515/120	168-PIN DIMM	70 NS	32MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 7215/90	168-PIN DIMM	70 NS	16MB	256MB	8, 16, 32, 64MB	1	4
MACINTOSH PERFORMA 630CD	72-PIN SIMM	80 NS	8MB	52MB	1, 2, 4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 6290CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH POWERBOOK 500	PB5XX	70 NS	8MB	40MB	4, 8, 12, 20, 32MB	1	1
WORKGROUP SERVER 7250/120	168-PIN DIMM	70 NS	16MB	256MB	8, 16, 32, 64MB	1	4
WORKGROUP SERVER 8550/132	168-PIN DIMM	70 NS	24MB	512MB	8, 16, 32, 64MB	1	8
NETWORK SERVER 500/132	168-PIN DIMM	60 NS	32MB	512MB	8, 16, 32, 64MB	2	8
NETWORK SERVER 700/150	168-PIN DIMM	60 NS	32MB	512MB	8, 16, 32, 64MB	2	8
MACINTOSH PERFORMA 6310CD	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
WORKGROUP SERVER 60	72-PIN SIMM	80 NS	8MB	68MB	4, 8, 16, 32MB	1	4
POWER MACINTOSH 5400/120	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
POWER MACINTOSH 5260/100	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 7200/120	168-PIN DIMM	70 NS	8MB	256MB	8, 16, 32, 64MB	1	4
POWER MACINTOSH 7600/120	168-PIN DIMM	70 NS	8MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 8500/132	168-PIN DIMM	70 NS	16MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 8500/150	168-PIN DIMM	70 NS	16MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 9500/150	168-PIN DIMM	70 NS	8MB	768MB	8, 16, 32, 64MB	1	12
MACINTOSH PERFORMA 6320CD	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 7200/120	168-PIN DIMM	70 NS	8MB	256MB	8, 16, 32, 64MB	1	4
POWER MACINTOSH 8200/100	168-PIN DIMM	70 NS	8MB	256MB	8, 16, 32, 64MB	1	4
POWER MACINTOSH 8200/120	168-PIN DIMM	70 NS	16MB	256MB	8, 16, 32, 64MB	1	4
MACINTOSH PERFORMA 5260CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 5400CD	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
MACINTOSH PERFORMA 5270CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 5410CD	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
MACINTOSH PERFORMA 5420CD	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
POWER MACINTOSH 9500/180MP	168-PIN DIMM	70 NS	32MB	768MB	8, 16, 32, 64MB	1	12
POWER MACINTOSH 9500/200	168-PIN DIMM	70 NS	16MB	768MB	8, 16, 32, 64MB	1	12
POWER MACINTOSH 8500/180	168-PIN DIMM	70 NS	16MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 7600/132	168-PIN DIMM	70 NS	8MB	512MB	8, 16, 32, 64MB	1	8
MACINTOSH PERFORMA 6400/180	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
MACINTOSH PERFORMA 6400/200	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2

MACDIRECTORY MEMORY GUIDE

COMPUTER MODEL	MEMORY TYPE	MEMORY SPEED	MIN RAM	MAX RAM	MEMORY SIZE	INSTALL IN GROUPS	NO. OF SLOTS
MACINTOSH PERFORMA 6260CD	72-PIN SIMM	80 NS	8MB	64MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 6300/120	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH PERFORMA 5400/160	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
MACINTOSH PERFORMA 5400/180	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
NETWORK SERVER 700/200	168-PIN DIMM	60 NS	48MB	512MB	8, 16, 32, 64MB	2	8
WORKGROUP SERVER 8550/200	168-PIN DIMM	70 NS	32MB	512MB	8, 16, 32, 64MB	1	8
MACINTOSH POWERBOOK 1400CS/117	PB1400	70 NS	12MB	64MB	8-24MB	1	1
MACINTOSH POWERBOOK 1400C/117	PB1400	70 NS	32MB	64MB	8-24MB	1	1
MACINTOSH PERFORMA 6360	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
POWER MACINTOSH 5400/180	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
MACINTOSH PERFORMA 5260/120	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
MACINTOSH POWERBOOK 1400C/133	PB1400	70 NS	16MB	64MB	8-24MB	1	1
MACINTOSH PERFORMA 5440	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
MACINTOSH PERFORMA 5430	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
MACINTOSH PERFORMA 6420	168-PIN DIMM	70 NS	24MB	136MB	8, 16, 32, 64MB	1	2
MACINTOSH PERFORMA 6410	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
MACINTOSH PERFORMA 5280	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 6400/200	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
POWER MACINTOSH 5260/120	72-PIN SIMM	80 NS	16MB	64MB	4, 8, 16, 32MB	1	2
POWER MACINTOSH 4400/160	168-PIN DIMM	60 NS	16MB	96MB	8, 16, 32MB	1	3
POWER MACINTOSH 9600/200	168-PIN DIMM	70 NS	32MB	768MB	8, 16, 32, 64MB	1	12
POWER MACINTOSH 8600/200	168-PIN DIMM	70 NS	32MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 7600/200	168-PIN DIMM	70 NS	32MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 7300/200	168-PIN DIMM	70 NS	32MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 7300/180	168-PIN DIMM	70 NS	16MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 4400/200	168-PIN DIMM	60 NS	16MB	160MB	8, 16, 32, 64MB	1	3
MACINTOSH POWERBOOK 3400C/180	PB 3400	60 NS	16MB	144MB	4-128MB	1	1
MACINTOSH POWERBOOK 3400C/200	PB 3400	60 NS	16MB	144MB	4-128MB	1	1
MACINTOSH POWERBOOK 3400C/240	PB 3400	60 NS	16MB	144MB	4-128MB	1	1
POWER MACINTOSH 9600/200MP	168-PIN DIMM	70 NS	32MB	768MB	8, 16, 32, 64MB	1	12
POWER MACINTOSH 7300/166	168-PIN DIMM	70 NS	16MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 5400/200	168-PIN DIMM	70 NS	24MB	136MB	8, 16, 32, 64MB	1	2
POWER MACINTOSH 5500/225	168-PIN DIMM	60 NS	32MB	128MB	4, 8, 16, 32, 64MB	1	2
POWER MACINTOSH 6500/225	168-PIN DIMM	60 NS	32MB	128MB	4, 8, 16, 32, 64MB	1	2
POWER MACINTOSH 6500/250	168-PIN DIMM	60 NS	32MB	128MB	4, 8, 16, 32, 64MB	1	2
POWER MACINTOSH 9600/233	168-PIN DIMM	70 NS	32MB	768MB	8, 16, 32, 64MB	1	12
POWER MACINTOSH 7220/200	168-PIN DIMM	60 NS	16MB	160MB	8, 16, 32, 64MB	1	3
POWER MACINTOSH 6500/275	168-PIN DIMM	60 NS	32MB	128MB	4, 8, 16, 32, 64MB	1	2
POWER MACINTOSH 6500/300	168-PIN DIMM	60 NS	64MB	128MB	4, 8, 16, 32, 64MB	1	2
POWER MACINTOSH 7300/180	168-PIN DIMM	70 NS	32MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 4400/200	168-PIN DIMM	60 NS	32MB	160MB	8, 16, 32, 64MB	1	3
MACINTOSH POWERBOOK 2400C/180	SO DIMM	N/A	16MB	48MB	N/A	1	1
MACINTOSH POWERBOOK 1400CS/133	PB1400	70 NS	16MB	64MB	8-24MB	1	1
MACINTOSH POWERBOOK 1400C/166	PB1400	70 NS	16MB	64MB	8-24MB	1	1
WORKGROUP SERVER 7350/180	168-PIN DIMM	70 NS	48MB	512MB	8, 16, 32, 64MB	1	8
WORKGROUP SERVER 9650/233	168-PIN DIMM	70 NS	64MB	768MB	8, 16, 32, 64MB	1	12
POWER MACINTOSH 7220/200	168-PIN DIMM	60 NS	32MB	160MB	8, 16, 32, 64MB	1	3
TWENTIETH ANNIVERSARY MACINTOSH	168-PIN DIMM	60 NS	32MB	128MB	4, 8, 16, 32, 64MB	1	2
POWER MACINTOSH 8600/250	168-PIN DIMM	70 NS	32MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 8600/300	168-PIN DIMM	70 NS	32MB	512MB	8, 16, 32, 64MB	1	8
POWER MACINTOSH 9600/300	168-PIN DIMM	70 NS	64MB	768MB	8, 16, 32, 64MB	1	12
POWER MACINTOSH 9600/350	168-PIN DIMM	70 NS	64MB	768MB	8, 16, 32, 64MB	1	12
WORKGROUP SERVER 9650/350	168-PIN DIMM	70 NS	64MB	768MB	8, 16, 32, 64MB	1	12
POWER MACINTOSH 6300/160	168-PIN DIMM	70 NS	16MB	136MB	8, 16, 32, 64MB	1	2
POWER MACINTOSH 5500/250	168-PIN DIMM	60 NS	32MB	128MB	4, 8, 16, 32, 64MB	1	2
POWER MACINTOSH G3 MINI TOWER	168-PIN DIMM	10NS	32MB	384MB	8,16,32,64,128MB	1	3
POWER MACINTOSH G3 DESKTOP	168-PIN DIMM	10NS	32MB	192MB	8,16,32,64,128MB	1	3
MACINTOSH POWERBOOK G3	PB G3	60NS	32MB	160MB	4-128MB	1	1
MACINTOSH POWERBOOK 1400CS/166	PB1400	70NS	16MB	64MB	8-24MB	1	1
POWER MACINTOSH G3 ALL-IN-ONE	168-PIN DIMM	10NS	32MB	384MB	8, 16, 32, 64, 128MB	1	
MACINTOSH POWERBOOK G3 SERIES 12.1"	144PIN SDRAM	100 MHZ	32MB	192MB	32MB, 64MB, 128MB	1	2
MACINTOSH POWERBOOK G3 SERIES 13.3"	144PIN SDRAM	100 MHZ	32MB	192MB	32MB, 64MB, 128MB	1	2
MACINTOSH POWERBOOK G3 SERIES 14.1"	144PIN SDRAM	100 MHZ	32MB	192MB	32MB, 64MB, 128MB	1	2
iMAC G3	iMACG3	10NS	32MB	128MB	32MB, 64MB, 128MB	1	2
iBOOK G3	iBOOKG3	10NS	32MB	160MB	32MB, 64MB, 128MB	1	1
POWERBOOK G3 BRONZE SERIES	144 PIN SDRAM	10NS	64MB	384MB	64MB, 128MB, 256MB	1	2
BLUE AND WHITE G3 TOWER	168-PIN DIMM	PC-100	64MB	1GB	64MB, 128MB, 256MB	1	4
POWER MACINTOSH G4 TOWER	168-PIN DIMM	PC-100	64MB	1GB	64, 128, 256, 512MB	1	4



Primus

BY SAM THORPE

Primus's quirky mix of rock, funk and general irreverence took them from underground sensations to lollapalooza headliners in a last few years. Combine *Les Claypool*'s innovative bass playing, *Larry Lalonde*'s unconventional guitar style and *Brain*'s explosive drumming and you've got one of the most instantly recognizable sounds in rock. Bandleader *Les Claypool* speaks to us from his comfortable northern California home, which he has dubbed Rancho Relaxo.

MacDirectory: How much do you rely on your Macintosh?

Les Claypool: Well, it's been a huge part of my existence for the last four or five years. Right now, we're running our ProTools through it. ProTools for us has become a big writing tool. We track to a one-inch analog sixteen-track thirty IPS and bounce stuff into ProTools, then layer things, etcetera. We still record everything analog and then put it into ProTools.

MD: So you prefer recording to analog tape rather than to a computer's digital hard disk?

LC: Digital doesn't frighten me. On the last album we bought all this analog gear because we wanted to get back to the roots or whatever. Now we've just gotta use it so we get our damn money's worth out of it (Laughs). The easiest thing is the ProTools and we've got the twenty-four-bit, so it's really nice.

MD: Yeah, it seems like a lot of people still prefer to record the drums and bass analog and then record guitars and vocals digitally on their computer. Do you have a preference?

LC: [Analog tape] does make a difference. But we've found tricks that warmed things up considerably by using different compressors and high-end outboard gear...and even some low-end outboard gear (laughs) that made things sound pretty sweet without having to go to tape.



LES CLAYPOOL: VOCALS, BASS LARRY LALONDE: GUITAR BRAIN: DRUMS ALBUM CREDITS: SUCK ON THIS (CAROLINE RECORDS), FRIZZLE FRY (CR), SAILING THE SEAS OF CHEESE (INTERSCOPE), MISCELLANEOUS DEBRIS (EP/INTERSCOPE), PORK SODA (INTERSCOPE), TALES FROM THE PUNCHBOWL (INTERSCOPE), THE BROWN ALBUM (INTERSCOPE), RHINOPLASTY (EP)

MD: Are there other related applications that you use your Macintosh for?

LC: Another thing we've been using it for is our graphics. Larry [Lalonde], some friends and I have a graphics company, and it's all Mac-based.

MD: Yeah, I've seen the enhanced CD with the interactive artwork and movies you created for the album, Tales From The Punchbowl. That was amazing! I've seen a lot of enhanced CD's, but never anything on that level.

LC: That one cost us a hundred grand to make, which is cheap for what it was, but it was a lot of money to spend on something that nobody ever really got to see. (Laughs.) We thought okay, we're really gonna kick some ass and break open some doors with this new technology and we're gonna be the first guys to do it. Nobody even went for it.

MD: Wow, that's surprising. It was very entertaining.

LC: We were the guinea pigs—we proved that no matter how good it is, it won't sell . . . unless it's a Mariah Carey record or something. (Laughs.)

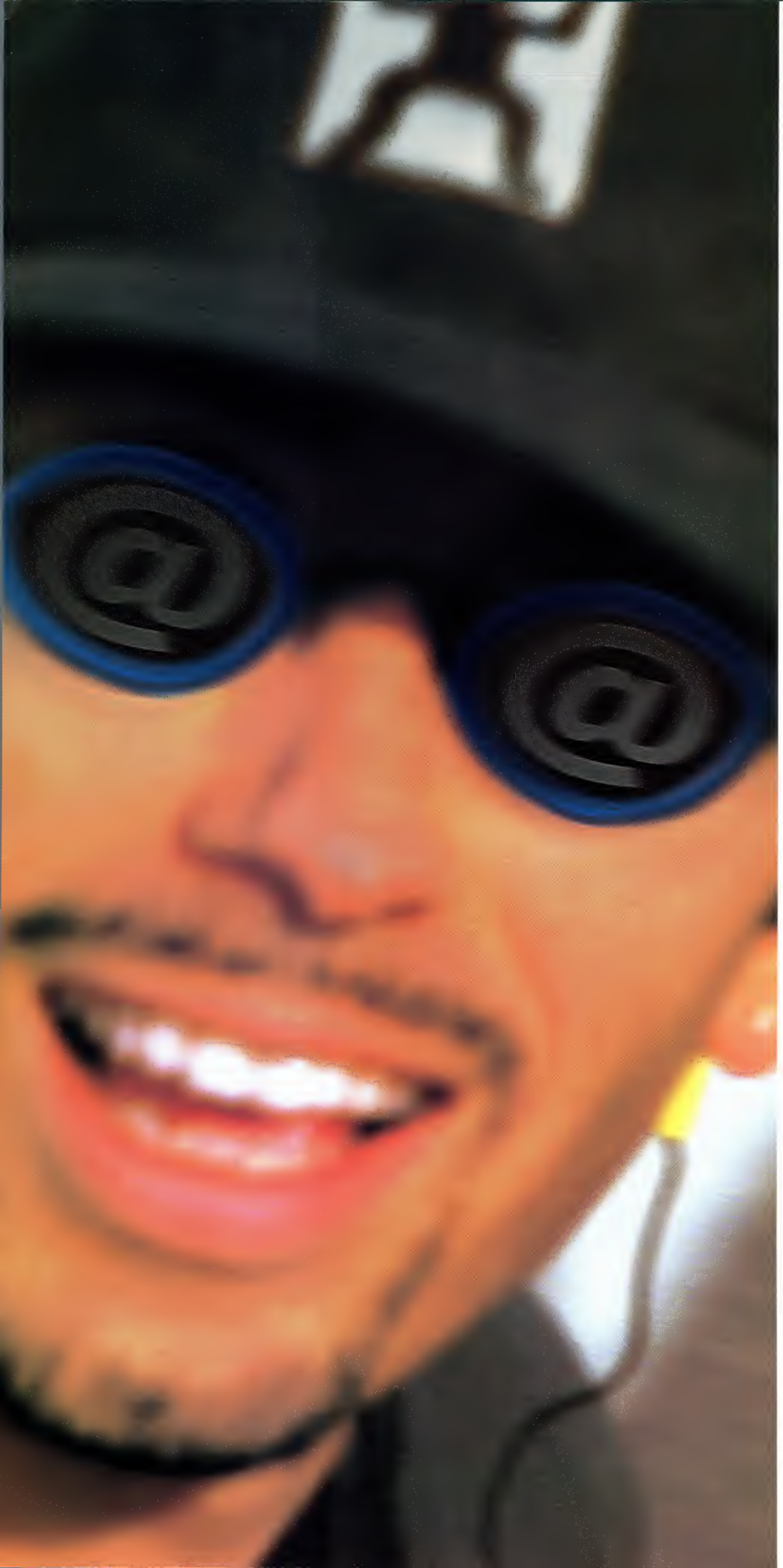
MD: That artwork looked like it took an incredible amount of time to create. Did you have to take your Macs on the road?

LC: Well, we tried to . . . but we would just end up playing golf or Flight Simulator on them. (Laughs.) At home we were sitting in front of those damn screens for fourteen hours a day for about a month making all that stuff. I mean literally, fourteen hours a day! That enhanced stuff took forever. It was actually supposed to come out with the record and it came out nine months later—so it lost a lot of its impact.

MD: It's been two years since your last full-length record. Any plans for a new album?

LC: Yeah, actually we're right in the middle of it. It should come out sometime this summer.

Check out Primus at www.primussucks.com



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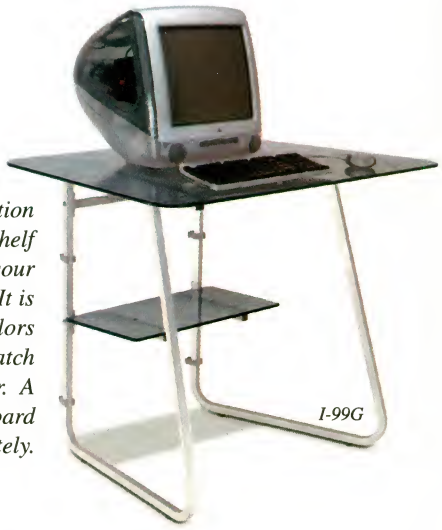
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Diffuser

If you haven't heard of **Diffuser**, be prepared! Diffuser has lived the dream of every garage band in the world: they have recorded on the soundtrack of *Mission Impossible 2*: the high-budget action movie. MacDirectory caught up with Diffuser to discuss Macs, *Tom Cruise*, name changes, and the evolution of recording an album.

"WE ALL OWN MACS...IT HAS HAD A HUGE IMPACT ON OUR LIVES"

MacDirectory: How did you get signed to Hollywood Records?

Diffuser: Well, since they were basically the only major label that stepped up and made an offer we kinda had no choice. I think they felt sorry for us.

MD: How did you end up on the MI-2 Soundtrack?

D: As far as we know, Mitchell Lieb (*producer of soundtracks for Hollywood*) sent a copy of the single "KARMA" to *Tom Cruise*. A few days later we received a phone call from our manager with great news that Tom loved it and wanted it on the soundtrack.

I mean It's flattering to hear that the biggest star on the planet was our savior but for all we know Hollywood probably paid Paramount a pile of money and begged Tom to give us a shot.

MD: You were known as Flu 13 and changed to Diffuser. How did you get from point A to point B?

D: We just got so sick of the whole name/number band onslaught. Ya know, like Blink 182, Eve 6, Stroke 9, Matchbox 20, Third Eye Blind, etc.... We like to think we're a band that strives to be different so we simply changed our name to Diffuser which is a whole other story. I'm just glad we did it before our record came out.

MD: Could you all tell me what you did before landing on the MI-2 movie soundtrack? And what are you doing now?

D: Before MI-2 we all sat on our asses waiting for the label to get things going. Ya know, like setting up the record, artwork, pics, video, etc... We did a string of dates to keep our minds occupied but not much more. Since we landed MI-2, we're basically doing the same thing, but at least we've scored cool day jobs.

MD: You spent last summer in the studio preparing for your Hollywood Records debut. What are your thoughts on the technological process involved in recording? Do you find it much more advanced than when you started out?

D: Well, we've been recording records for a long time so I guess you can say we've seen it all. We've recorded in multimillion dollar studios and we've recorded in home studios. All of us in the band firmly stand by the old school method of recording records. We enjoy keeping the first or second takes, vintage mics, classic mic placement and more than anything working fast. A lot of bands these days take 6-9 months in a studio without realizing they're losing sight of their original vision. Ultimately we don't like getting caught up in the technological process involved with recording and we're not big fans of most of the technological advancements except for Mac's Pro Tools. Pro Tools is a brilliant program for musicians. It helps make life a lot easier and it's a cinch to learn. I believe it is a necessity in today's arena but you really need to be careful not to abuse it.

MD: How has technology affected your lives?

D: We all own Macs and its technology has had a huge impact on our lives. We primarily use its music programs like Pro Tools and Digital Performer but we also rely on Macs for graphic design programs like Photoshop and Illustrator. Macs have literally been a tool for all of our computer needs.

MD: Anthony is a Graphic Artist. Have you used that skill in marketing and promotion of the band?

D: Anthony designs all of our promo material on Macs. He creates our T-shirts, CD covers, CD inlays, stickers, posters, and he even paints our name on all of our musical gear and that's the most important.

MD: On the back of your album it says "Browsing through your dictionary of innovative rock bands you can find Diffuser somewhere between pop culture and dissonance." Are you closer to the pop or dissonance end of the spectrum?

D: I have to say that I believe we've achieved our goal of bridging the gap between dissonance and pop. Our producer Don Gilmore really helped us make that happen. It's a razor sharp thin line and we nailed it.

MD: How would you describe your sound to a print-magazine audience?

D: Ummm ... I guess it's like a *Stanley Kubrick* movie shot on a camcorder set in black and white starring *Jon Bon Jovi.*

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Tales of the Board

Images by Perry Evans
Story by Ron Mwangaguhunga

Apple Computer Board of Directors

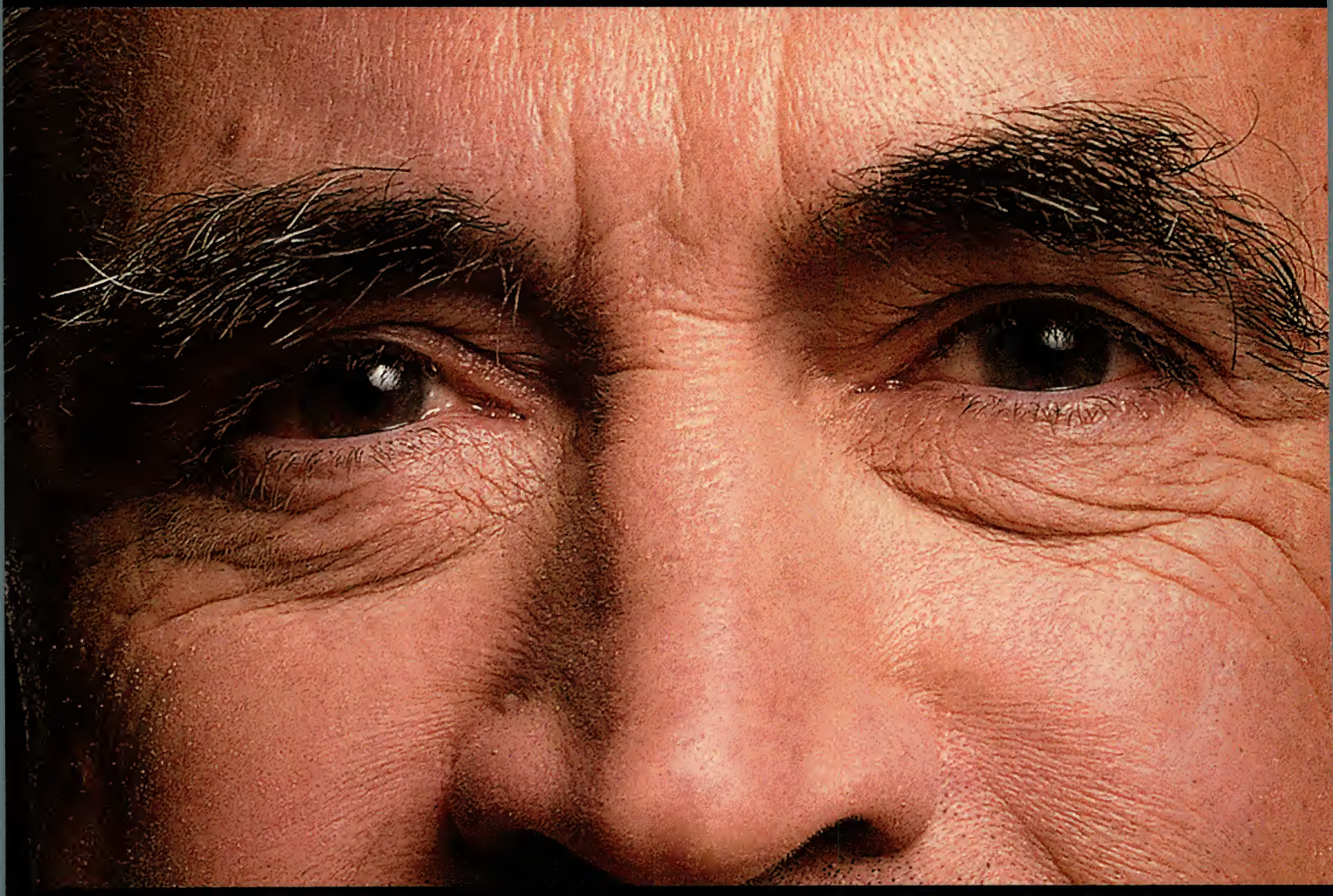
When discussing the Board of Directors at Apple many words come to mind: "It's unusual to find such a star-studded board. It's as if a Hollywood studio got Harrison Ford, Arnold Schwarzenegger, Mel Gibson, Demi Moore and Julia Roberts," stated analyst *David Wu*.

Apple's Board of Directors has been described in the press at various times as being everything from "a room full of egos" to "an en vogue Board of jet setting billionaires." As well known as an American brand as Coke, Apple has captivated the business press whether it has been in a period of decline or at the peak of its phenomenal growth.

In these press accounts, the members of The Board are often portrayed in tones of ermine–not unlike Rennaisance courtiers. During the lean years in the late 80s and early 90s they took little account of their customers, developers or business partners, much like the relationship between the European barons of the Sixteenth Century and their tenants. Perhaps no book captures this excess better than Wall Street Journal reporter Jim Carleton's must-read "Apple: The Inside Story of Intrigue, Egomania and Business Blunders." Here we have management and the Board making wrongheaded decisions based on egotism and ineptitude, or, as *Bill Gates* said in an email memo to Mr. Carleton dated 10/22/97:

"The only thing that makes (your) book seem to repeat a little is that Apple management kept repeating the same mistakes."

Now that *Steve Jobs* is CEO and a strong leader on The Board, Apple seems to be on the right track. Jobs is a co-founder and a massive stockholder, thus he has an immense personal stake in the future of the company. Of course it wasn't always that way.



The current Apple Board players, the SEC proxies tell us, include *William Campbell* (59), *Gareth Chang* "CC" (56), *Millard Drexler* "Mickey" (55), *Larry Ellison* (55), *Steve Jobs* (45), and *Jerome York* (61). There are no women on the Board. The median age of members is 55. MacDirectory's repeated attempts to get information with regards to the routines of Board Meetings met with PR response that we check out the proxy statement.

Unfortunately proxy statements don't materialize what, to many, seems a nebulous position: being a Member of the Apple Board of Directors. What is their history? What is the atmosphere at their meetings? Who are The Players? MacDirectory delves into heretofore uncharted waters and uncovers the decisive moments of The Board's history.

The Beginning Of The Decline > In 1983, Jobs made overtures toward *John Sculley*, then president of Pepsico, to run his company. Soon after (1985), Sculley and Jobs were at each others throats. Their management styles and and the size of their egos ultimately clashed dramatically. Sculley found Jobs unwilling to listen to his authority, while Jobs questioned Sculley's knowledge of the industry.

"Joe, what do you think they're doing in there," Sculley asked Graziano.

"There's no way they're going to get rid of you, John. That would be really stupid."

After several hours *Mike Markkula* Jr., cofounder of Apple with Jobs, notified a Sculley assistant to send him in. As Sculley walked into the "Synergy" conference room, none of the four directors present would look up to make eye contact. A short while later, the door reopened and Sculley walked out – pale. Falling into his chair, he told his staff that after 10 years he was leaving Apple. To add insult to injury, The Board offered Sculley a figurehead role as Chairman and informed him that Michael Spindler, a trusted friend, would succeed him as CEO.

Executive Pranks > In one of the cruelest practical jokes in modern history, Steve Jobs and Larry Ellison played a prank on *Michael Murdoch*, a Burlingame, CA-based computer consultant. Murdoch is a former Apple employee whose only sin was to overreach his qualifications. The San Francisco Chronicle reported in December 1998 that Jobs and Ellison, supposedly angry at being peppered by emails soliciting the

Apple found itself stuck with a predicted excess of unsold inventory, triggering a downward spiral from which the company has only recently recovered.

In May of 1985, Jobs dramatically went all-or-nothing in a gambit designed to regain control of his company. By getting Sculley to schedule a Board meeting in exotic China, Jobs planned to stage a boardroom coup while Sculley was not there. As often happens in palace intrigue, the plan was leaked to Sculley who, at the last minute, challenged Jobs. The ensuing argument fell squarely on the side of Sculley, who had full knowledge of Jobs' plan. The Board voted, siding unanimously with Sculley. Jobs promptly resigned, leaving Sculley as the sole head of Apple.

But in Sculley's victory lay the seeds of his defeat. Ousting Apple's co-founder Jobs eroded the confidence of his base. Soon after this, Apple was forced to lay off a fifth of its work force after posting its first quarterly loss.

Jim Carleton, in his book, paints a stunning portrait of Sculley's last days. The Board had scheduled a special meeting to stem the blood flow from Apple's decline. Atop a four-story building, the Board discussed the future of Sculley while he and his lieutenant *Joe Graziano* waited outside with baited breath.

then-vacant CEO position, pretended to give Murdoch the job. This was two days before Christmas.

"OK. YOU CAN HAVE THE JOB. – LARRY," WENT ONE MESSAGE FROM LARRY ELLISON, APPLE BOARD MEMBER, ORACLE CEO.

JOBS REPORTEDLY WROTE, "YEP, MIKE, IT'S ALL YOURS. WHEN CAN YOU START?"

POOR AND UNAWARE, MURDOCH REPLIED THAT HE COULD START ON JAN. 5TH, TO WHICH CAME THE RESPONSE: "PLEASE DO NOT COME TO APPLE."

Clash of the Egos > The jocular relationship between Board members as displayed in Steve Jobs' and Larry Ellison's prank is not constant. The Board of Directors has undergone numerous changes in its history, not all of them cordial. One of the more acrimonious and public splits among the Directors was when *Joseph Graziano* left after challenging Michael Spindler in front of the Board.

Graziano, Apple Computer Inc.'s former chief financial officer, was in the unenviable position of being a member of the boy's club and yet, as CFO, the "bearer of reality". In 1981, Graziano

joined Apple as CFO. After leaving in 1985, he returned to the same job in 1989. After a long period of silence, Graziano gave an interview with the Knight-Ridder Newspaper chain several years ago. In the interview Graziano said he tried to warn Apple's Board of Directors in October 1995 that a crisis loomed.

"I was (in 1995) just trying to tell the Board: 'Don't accept everything you're being told here," said Graziano, who was also a member of the Board.

Graziano commented that soon after arriving back at Apple he became disturbed that top executives didn't appear concerned about increasing the company's share of the personal computer market. In 1989 Apple's share was at about 10 percent, but later during his watch it hovered at around 5 percent of the PC market.

In the early to mid 1990s, Graziano told Knight-Ridder he pushed internally for splitting Apple in half - one Apple for hardware, one Apple for software. Graziano believed this would encourage other manufacturers to build PC's compatible with Apple's Macintosh OS.

was also in preliminary acquisition talks with Philips Electronics N.V. of the Netherlands and Toshiba of Japan.

Graziano diverged sharply from then-President Spindler and voiced concern that plans to "*up production by 30 percent*" for the crucial holiday selling season were unrealistic and could hurt Apple. This was back in the Mid 90's, when Apple was not the strong company it is today. Graziano finally shocked the Board by prescribing the firing of Spindler.

WHAT WAS THE BOARD'S RESPONSE?

"AS SOON AS HE WALKED OUT OF THE ROOM WE ALL LOOKED AT EACH OTHER AND TURNED THUMBS DOWN," SAYS ONE APPLE DIRECTOR, WHO REMEMBERS SOME BOARD COMPANIONS ACTUALLY TREMBLING WITH ANGER. "THE BODY LANGUAGE WAS INCREDIBLE." AND WHAT WAS GRAZIANO'S RESPONSE TO THE BOARD? "I DIDN'T EXPECT IT TO BE SUCH A BINARY SITUATION," HE SAYS, ADDING THAT "THEY HAVE A RIGHT TO THEIR OPINION."

The Board sided with Spindler, and Graziano said he decided that evening to leave. Apple issued a news release stating Graziano had resigned "due to differences in opinion" with Spindler that weren't explained.

"As soon as he walked out of the room we all looked at each other and turned thumbs down. The body language was incredible."

In 1993, however, President and CEO Michael Spindler planned to increase the Mac's market share by boosting Apple's sales alone. Subsequently, in late 1994 Spindler allowed other manufacturers to build Mac clones. Finally, by 1995, Graziano–frustrated–said that Spindler's plan to increase production wasn't efficient.

Graziano said he sat next to CEO *Gilbert Amelio*, who had recently become a Board member, on a corporate jet flying to the infamous Texas Board meeting and gave him a detailed rundown of Apple's situation. At the meeting, things reached critical mass.

Graziano's Last Stand > Graziano believed that Apple's best hope for the future was a merger with a larger company, and added Spindler's growth projections were unrealistic. Graziano told Knight-Ridder that Apple was beginning talks with Sun Microsystems and toying with the idea of luring IBM back to the bargaining table, but was receiving resistance from Spindler. Graziano also touted the idea of bringing back Steve Jobs in an advisory capacity. According to Graziano, Spindler

Asked why he thinks Apple's Board wasn't amenable to his warnings, Graziano said he believes the Board decided to stick with Spindler because they expected that the company would soon be sold to Sun Microsystems and that Sun would want to keep Spindler in charge. But that deal fell apart in January 1996 when Sun got a close look at Apple's financial situation, and drastically lowered its original offer.

Ultimately Apple found itself stuck with a predicted excess of unsold inventory, triggering a downward spiral from which the company has only recently recovered. After the deluge, the board nixed Spindler, according to what Graziano told Knight-Ridder.

Under Spindler's reign there was uncertainty as to what strategic direction Apple should be taking. By November 1995, three top executives had left within a seven-month period. *Daniel Eilers*, Senior Vice President of WorldWide Sales resigned under heavy media speculation that he backed Graziano, who had resigned a month earlier.



Years later Dan Eilers, now with *Kleiner, Perkins, Caufield and Byers*, a California venture capital firm, told *Roy Harris* of CFO Magazine that the seed of Apple's problems in the '90s were in its decision not to open up the Mac operating system in the prior decade, when Windows did. Because Apple had become such a niche player, "a fresh approach was needed," he says. In addition to encouraging investment from software developers, Apple had to beef up forecasting, a major need because "Apple is not a build-to-order company, but a build-to-forecast company." The company also diluted its focus on key education and publishing markets in favor of making Macs "all things to all people." And even when prices were cut to help boost market share, costs weren't. "The two things needed to be coupled."

This was the general consensus of Apple watchers outside of the Board of Directors' loop.

Perhaps because of the insularity of The Board, Apple went through further tribulations.

What's eating Gilbert Amelio? > Even after Gilbert Amelio had left the Board, he continued to cause trouble from the sidelines. As recently as January 28, Amelio was publicly chastising Steve Jobs. That day, Amelio scoffed at Steve Jobs' compensation package, but also used the opportunity to make a pointed remark and telling remark about the Board. Here is that remark to Jennifer Reingold of Business Week:

"JR: HOW HAS THE BOARD CHANGED SINCE YOU LEFT?
AMELIO: THE BOARD IS WORSE THAN IT WAS THEN. FIRST, IT'S SMALLER. IT'S MADE UP PRIMARILY OF CLOSE FRIENDS OF STEVE'S FOR DECADES. "

By all accounts Gilbert Amelio was such a controversial CEO because of the lavish compensations he bestowed upon himself. In the previous Knight-Ridder interview, Graziano aimed his barbs mostly at Amelio's 1996 pay package, which included a bonus for turning a tiny profit in the quarter that ended September 1996.
That quarter not withstanding, during the fiscal year Apple lost $816 million on sales of $9.8 billion – this was due, in large part, says Graziano – to accounting maneuvers that included taking back $28 million of previously booked charges. Hell hath no fury, it seems, like a CFO scorned.

"ONLY IN CORPORATE AMERICA CAN ANYONE GET AWAY WITH THAT STUFF," SAID GRAZIANO AT THE TIME. "IT'S THEFT ON A GRAND SCALE," HE CONCLUDED "ONLY IT'S LEGAL."

Amelio received $3 million in salary and bonuses for that fiscal year, as well as getting stock options that in the end were worth millions.

Asked for a response to Graziano's remarks at the time, Fred D. Anderson, Graziano's replacement as CFO, said:

"WHATEVER HIS COMMENTS, I DON'T THINK THEY ARE WORTHY OF ANY COMMENT BY ME BECAUSE HE HASN'T BEEN HERE FOR 18 MONTHS AND, THEREFORE, I DON'T THINK HE HAS ANY SPECIAL INSIGHT RELATIVE TO APPLE."

Calling "Dr. Amelio" > By the time Gilbert Amelio was let go, all he had to show for his 17-month stint as Apple chief executive was a larger executive office, a retooled private jet and at least $15.2 million in salary, bonuses, stock options and severance pay.

Amelio's defeat essentially began in April, when the company reported an unexpectedly massive $708 million loss for the second quarter. But his departure schedule was speeded up in his last week or two with a series of missteps that culminated in Amelio's forced resignation.

The week before his ouster, Education Access of Sunnyvale - Apple's largest distributor of Macintosh computers to schools - ended its relationship with Apple and decided to work instead with IBM, Compaq Computer and Power Computing. The cancellation alarmed the company because education had been, for nearly twenty years previous, one of Apple's last strongholds.

Simultaneous to that announcement, Power Computing, the biggest maker of Macintosh clones, announced that it would begin making Windows-based computers.

In a document related to its planned IPO at the time, Power Computing stated that it was renegotiating its licensing agreement with Apple. Power, based in Round Rock, Texas, contended that Apple is slow to approve Power's designs because clone sales are eating into Macintosh sales.

Days before the ouster, Apple abruptly cancelled a meeting scheduled to discuss its long-term strategy with the California Public Employees Retirement System. *CalPERS*, which owned about 0.6 percent of Apple's stock, had been a vocal critic of the company. The meeting, originally scheduled during April, had been cancelled once before.

Rumor was circulating that shipment dates for Apple's new line of desktop computers had slipped by at least three months.

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Although Amelio had predicted the company would return to profitability in the fourth quarter, Apple lost millions once again.

Amelio later recalled in his kiss-and-tell memoir "On The Firing Line: My 500 Days At Apple:"

"THE BIGGEST MISTAKE I HAD MADE–I WOULD LIST AS THE FATAL MISTAKE–WAS ALLOWING MYSELF TO BE HAMMERED INTO PREDICTING WHEN APPLE WOULD BECOME PROFITABLE ... BY YIELDING TO PRESSURE FROM THE BOARD, I SET IN PLACE A FALSE EXPECTATION AND AN INNACURATE YARDSTICK TO MEASURE MY PERFORMANCE ...I CREATED THE BEGINNING OF THE END."

Soon after, Apple Chief Financial Officer *Fred Anderson*–hired by Amelio–said the company will stop projecting when it will stop losing money.

Amelio and Apple's board had spent, according to accounts, the better part of six board meetings discussing modifications to his private jet while thousands of employees were being laid off. New, lavish executive offices were being built while the company's losses passed the $1.6 billion mark.

"HE DIDN'T HAVE A CLUE AND DIDN'T ASK ANYONE FOR HELP," MERRIN SAID. "IN THE END, HE SPENT ALL OF HIS TIME IN HIS BIG OFFICE, INSISTING HE BE CALLED 'DOCTOR.' IT WAS AN EGO RUNNING RAMPANT, AND HE WAS OBSESSED WITH HIS PERKS."

The Price is Right > Apple's most recent proxy statement, as of press time, which is available from Apple's Web site as a Portable Document Format file, also reviews details on stock holdings and compensation for a who's who of Apple directors and executives.

Steve Jobs himself holds the most common stock among Apple's elite, with 5,020,001 shares. Senior Vice President for Worldwide Sales *Mitchell Mandich* and Senior Vice President for Worldwide Operations *Timothy D. Cook* were a distant second and third with 197,980 and 175,000 shares, respectively. Salary reported for top executives in 1999 ranged from $1 for Jobs to $605,260 for Executive Vice President and Chief Financial Officer Fred D. Anderson.

Also in the filing, the company proposed an amendment to Apple's articles of incorporation to increase the number of authorized shares of common stock from 320,000 to 900,000.

"Board members are forbidden to earn a cash salary for their position, but Ellison has found his way around that."

"THE LITANY OF MISDEEDS IS SO LONG, I'D NEED AN HOUR TO NAME THEM," SAID SEYMOUR MERRIN, PRESIDENT OF MERRIN INFORMATION SERVICES INC. IN PALO ALTO. "ALL (AMELIO) SUCCEEDED IN DOING WAS CREATE AN US-VS.-THEM ATTITUDE BETWEEN UPPER-MANAGEMENT AND EMPLOYEES. HE WAS ACCUSING EMPLOYEES OF NOT DOING THEIR JOBS."

Amelio also gives some of the blame for his ouster to Board members and friends (and current Board Members) Steve Jobs and Larry Ellison, and Ellison's much-publicized "alleged" attempted takeover. Amelio wonders aloud in Firing Line whether the attempted takeover shook confidence in Apple's management just enough to allow Jobs to return as White Knight. He also wonders whether or not that was Ellison and Jobs' plan all along.

Although some gave Amelio high marks for cutting costs, trimming Apple's unwieldy product line and shoring up relations with developers and corporate customers, one flustered developer said his forced resignation was "the most positive event in the past year at Apple. He was nothing more than a suit, a hand-shaker."

Joe Graziano, said he was "not surprised" by the resignation - only by its timing.

"I FIGURED HE WOULD LAST UNTIL THE END OF THE YEAR, WHEN IT BECOMES PAINFULLY APPARENT THE MAC PLATFORM HAS HIT ITS PEAK AND BEGINS FALLING LIKE A ROCK," GRAZIANO SAID.

Apple also revealed that in 1999 it paid "approximately $102,865" to *Wing & a Prayer*, a company wholly owned by Oracle's Ellison, for air transportation of Apple executives.

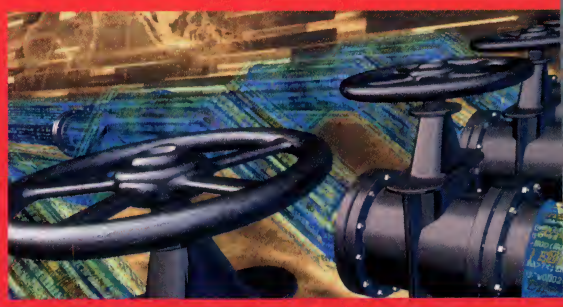
Board members are forbidden to earn a cash salary for their position, but Ellison, Jobs' friend, has found his way around that.

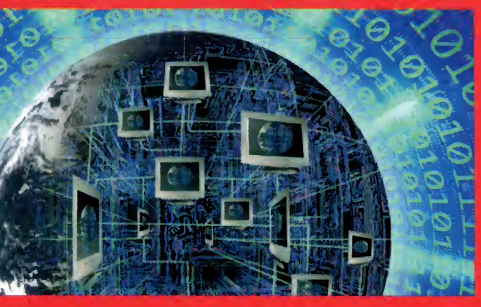
Board membership, it would appear, has its perks.

Changing of The Guard > *Edgar S. Woolard* Jr., chairman of the board of directors at E.I. duPont De Nemours and Co. Woolard has since stepped down. He was the last remaining Board member who predates *The Second Coming of Steve Jobs* in 1997. Woolard was a candidate for CEO in 1997 and although he was deferential in the press on the Board's decision to go with Jobs and, most recently defended Jobs' $50 million dollar Gulfstream jet, he is not as close to Jobs as the other Board members.

Few Organizations have had as colorful and checkered a past as The Apple Board. At times their story resembles the rise and fall of The Roman Emperors. Although the future is difficult to foresee, one thing is for certain: with Woodlard's resignation, Steve Jobs is clearly in the driver's seat at Apple.

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MacDirectory in Japan

Photography and text by Ric Getter

A young high school student boards the subway train at the *Karasuma-Oike* Station in central *Kyoto*. She pulls the narrow, pink cell phone out of her uniform pocket, holds it in her palm and begins tapping the keypad with her thumb. A tiny Hello Kitty dangles from the phone's color-coordinated lanyard. She could be checking the weather report or browsing movie schedules on the web, but the range of expressions that cross her face as she works the keys suggest that she is probably reading her email.

It might be the latest gossip from her girlfriends, or a note from someone special. Even though it's the middle of the evening and the car isn't particularly crowded, there are at least three other people reading or writing on their phones. If they are not there already, cell phones are rapidly becoming Japan's most popular tool for



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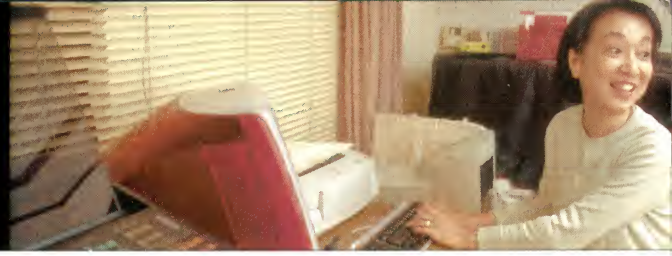
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In America (especially here in Silicon Valley), we often think that our lifestyles represent the pinnacle of technology. Even though the US might be a world leader in high tech development, a trip through Japan is a sobering reminder that we are a long way from first place in applying those technologies. Even though, for a number of reasons, it's far from being the nation's market leader, the Macintosh and Mac OS are possibly the most "*Japanese*" products ever produced by the United States. MacDirectory went to Japan to take an informal look at how well the platform is doing there.

In Japan, the decision to buy a Mac is not often an easy one to make. Particularly among first time users who are new to home computing, the cultural rule of thumb is to buy what your friends have. For nine out of ten people, that's a *Windows PC. Manami Shimomura*, a thirty-something piano teacher in Kyoto, is still very happy that her introduction to home computers came from a member of the Mac minority. Her old *Performa* 575 still sits in a corner of her bright and neat studio
on the ground floor of the house she shares with her parents. Now there is a *Strawberry iMac* sitting on the small computer table between her *Yamaha* electronic keyboard and baby grand piano.

Her introduction to computers came six years earlier through one of her volunteer groups. A member showed up with a beautiful publicity flyer that he had made himself on his home computer. "At the time, I was a total beginner," she told us, "but I wanted to be able to do the same thing." Her friend was, as it turned out, a professional graphic designer and a strong advocate of the Mac. She bought the Performa and began the process of teaching herself how to use it.

It is the case with many new users who start out on a Macintosh, she discovered that she was a fast learner and her skills expanded in some unexpected directions. Within three months, the Performa was serving as a *MIDI sequencer* for her keyboard and had become an integral part of her studio. As her graphic and desktop publishing skills grew, she began using the Mac to create lessons and worksheets for her students, who are primarily young schoolchildren. Using the Japanese version of *Opcode*, she also began publishing her own sheet music and exercises to use in her lessons.
"I still feel like I am in the minority, being a Mac user," she admitted, "but over the past few years, I've seen a slow increase in people using the Mac." Most beginners, she observed, still start out on Windows PCs. But as they gain experience they will sometimes switch over to the Mac. "When they learn enough to see the difference, they may change over. People who start with a Mac often stay with it," she told us.

Manami noticed that when the little iMac came to Japan, it brought with it some big changes. "After the iMac arrived, so many girls started appearing in the computer shopping district." The unusual new computer struck a chord with the style-conscious consumers. Manami insists that the reason she bought her iMac in March of last year was that she had outgrown her Performa and needed more computing power to run the latest versions of the software she depended

KABUKI BEGAN IN THE 17TH C
BUDDHIST STATUES ARE SHOWN AS THE MOST BEAUTIFUL HUMANS
THE GRAND SHRINES OF JAPAN ARE DESTROYED AND REBUILT EVERY 20 YEARS
THE FAMILY ALTAR IS PRESENT IN 60% OF JAPANESE HOMES
IN SUMO, BOYS ARE RECRUITED AT AGE 15 OR 16



on. But she adds with a smile, "the iMac was so cute!" She shyly also confessed that she needed the PowerPC processor to run *PostPet*, a very unique e-mail program that is sweeping across Japan with *Pokémon-like* popularity.

Her young piano students still have mostly PCs at home, rather than Macs. But the opposite is true for the new group of kids she sees each week: Manami is now teaching children at a local computer school as well.

Making the decision to step away from the crowd and buy a Mac may be a hard one, but that is only the first obstacle a potential buyer must overcome. Thanks to Apple Japan's fist-of-iron grip, the process of locating an authorized dealer (and here, that's the only kind of dealer you'll find) is no easy task.

The computer retail district in *Kyoto* is known as *Teramachi* or "Electric Town." It is actually less of a district and more of a narrow side street intersecting an avenue of large and fashionable department stores. Weekdays were the quiet time here and, in the stores we walked by, the clerks appeared to outnumber the customers. Roughly a quarter of the stores sold only computers. The rest specialized in consumer electronics (which includes everything from very high-tech washing machines to cell phones and mini-disc players).







As an American technophile, browsing through these stores becomes a very humbling experience. Looking enviously through the personal electronics displays, it becomes obvious that many of the products that Japan's major manufacturers export to the States are simpler, cheaper and less sophisticated versions of what they sell at home. There are stick-like vacuum cleaners that offer double the power of our giant Hoovers with a fraction of the weight and electricity. Wide-screen TVs are old-hat here. The cost of analog *HDTV* is well below *$1,000* with a variety of super-sharp, flat-panel models to choose from at a price only slightly higher. Even the washing machines are small, curvy and sleek. They can be used in any apartment without special power or plumbing. The quality of materials and manufacturing is evident everywhere and it's obvious that these products will be outmoded long before they break down or wear out.

What's not immediately obvious in these items is the refinement of detail that has always made Japanese culture so unique. Whether it's the precise choreography of the traditional tea ceremony or a portable CD player designed with features and an interface that anticipates every one of your needs, there is the common desire to take the time and the effort to create the best possible experience in every possible way. It is unfortunate that one of the only places that attitude can be found in America is at One Infinite Loop, Cupertino, California. But that's why the Mac is such a natural fit with Japan.

Nearly all of the home electronics stores had a computer section, but they were exclusively the domain of *Windows PCs*. However, there was not a beige box anywhere in sight. A sense of style had come to the PC world in a very big way. The super-thin, super-light *Sony VAIO* was typical of Japanese laptops, not the standout that it is here. Many of the stores also carried Mac software and accessories. In fact, they seemed to get a bigger portion of shelf space than one usually sees in the US.

The prices of most of the localized American software products were astronomical. For example, you would need to shell out over $900 for the Japanese version of Adobe PhotoShop. Many American-made accessories were also selling at twice the US price. A *Keyspan Twin-Serial* adapter will set you back about $135.

To find a Mac, you need to go to an authorized Apple dealer, and all three of Kyoto's were located on this street. We stopped by a branch of *Taniyama PC World*, located in a narrow, multi-story building of a style that is fairly typical of city electronics stores. The store was only authorized to sell *G4* desktops and *PowerBooks*. Another branch several doors down handled *iMacs*. Neither could sell *iBooks*. They were carried by a different retailer on the next block. In spite of the fact that it could only carry the two models, PC World was well stocked and had a wide assortment of software and accessories. The computers were displayed with care with prices and specifications clearly marked. It provided a much better first impression than the shopworn and long-abandoned look of the Mac section at the Silicon Valley outlet of Apple's major American retailer.

The third floor of *Kyoto's PC World* was dedicated to the Mac. There, we spoke with *Mr. Hasegawa*, the salesman in charge of the Mac section. He had spent most of his career selling computers and home electronics, but had only been assigned to the Mac section for the past five months. He explained that because his store was limited to selling only the high-end Macs, most of his customers were advanced users, usually graphics professionals. He had resigned himself to the limited choice of CPUs he could offer, but was quite vocal about another pet peeve: the Zip drives that Apple continues to ship in Japanese


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Macs in spite of the fact that nobody wants them. "Having a Zip rather than an MO drive is inconvenient," he complained. "Most customers want the internal Zip replaced before they buy the computer."

The magneto-optical drive remains the standard for removable storage throughout the country. The disks and drives are much faster and a fraction of the price of the Zips, and in terms of capacity, an MO disk starts where the Zip leaves off. Also of course, the MO is an industry standard rather than the exclusive domain of a single manufacturer. *Mr. Nagataka*, a salesman for OA System Plaza, another Apple dealer on the street, has been selling Macs for the past five years and has watched his customer base steadily increase since the iMac was first shipped. He told us that more and more beginning users were buying Macs as their first computer. However, he was quite critical of the support his shop received from Apple Japan. His store was only authorized to carry the iMac, a situation he found particularly frustrating. He told us that the company provided little, if any, advertising and promotional support. Even though we saw countless TV commercials and train station billboards advertising a variety of other manufacturer's PCs, we failed to find a single ad touting Apple.



Remarkably, this even held true in Tokyo's famous Electric Town, *Akihabara*. Thanks to Japan's amazing *Shinkansen* (bullet train), we were able to take an afternoon side-trip to the city three hundred miles away. The *Shinkansen* is one of the fastest, most comfortable and most reliable forms of ground transportation in the world (and, yet another example of Japan's technological expertise at its best).

At *Akihabara Station*, we were surrounded with a dazzling array of colorful billboards advertising computers and electronics without an Apple logo to be seen. We walked out into a heavy downpour that had done little to reduce the shoulder-to-shoulder crowds of Saturday shoppers. There was no shortage of Apple dealers in *Akihabara* even though they were thoroughly outnumbered by PC outlets. And even though this district was known for providing the best deals on computers and electronics in all of Japan, Mac prices were only a few dollars less than *Kyoto*. At least most dealers we visited carried the full Mac lineup.

In the midst of the flashing neon and glaring lights of *Akihabara*, the colorful iMacs and iBooks alongside the sleek, Graphite G4s held their own in this most competitive of computer marketplaces. They attracted the attention of an audience far more diverse than the computer hobbyists and "salarymen" browsing the aisles of Windows PCs. Sadly, Apple Japan seems too stuck in the same marketing quagmire that was evident in America in the dark years before the return of iCEO Jobs.

There is little or no advertising, no effort to get the machines in front of and available to the buying public and little support for the dealers who are dedicated to carrying this platform. With its finely crafted hardware and software, Apple Japan has the right products at the right time to take advantage of the inherent, cultural appreciation for its exquisitely refined style and technology, and possibly give the Mac the largest market share of any country in the world.

Even though a significant number of customers and dealers have managed to break away from the follow-the-crowd-with-Windows attitude, it appears that Apple Japan itself has not. In spite of that, the Mac's popularity in Japan is clearly on the rebound and, if Apple Japan can get more aggressive, this could still be the first nation where cracks begin to appear in the high walls of the Windows bastion.





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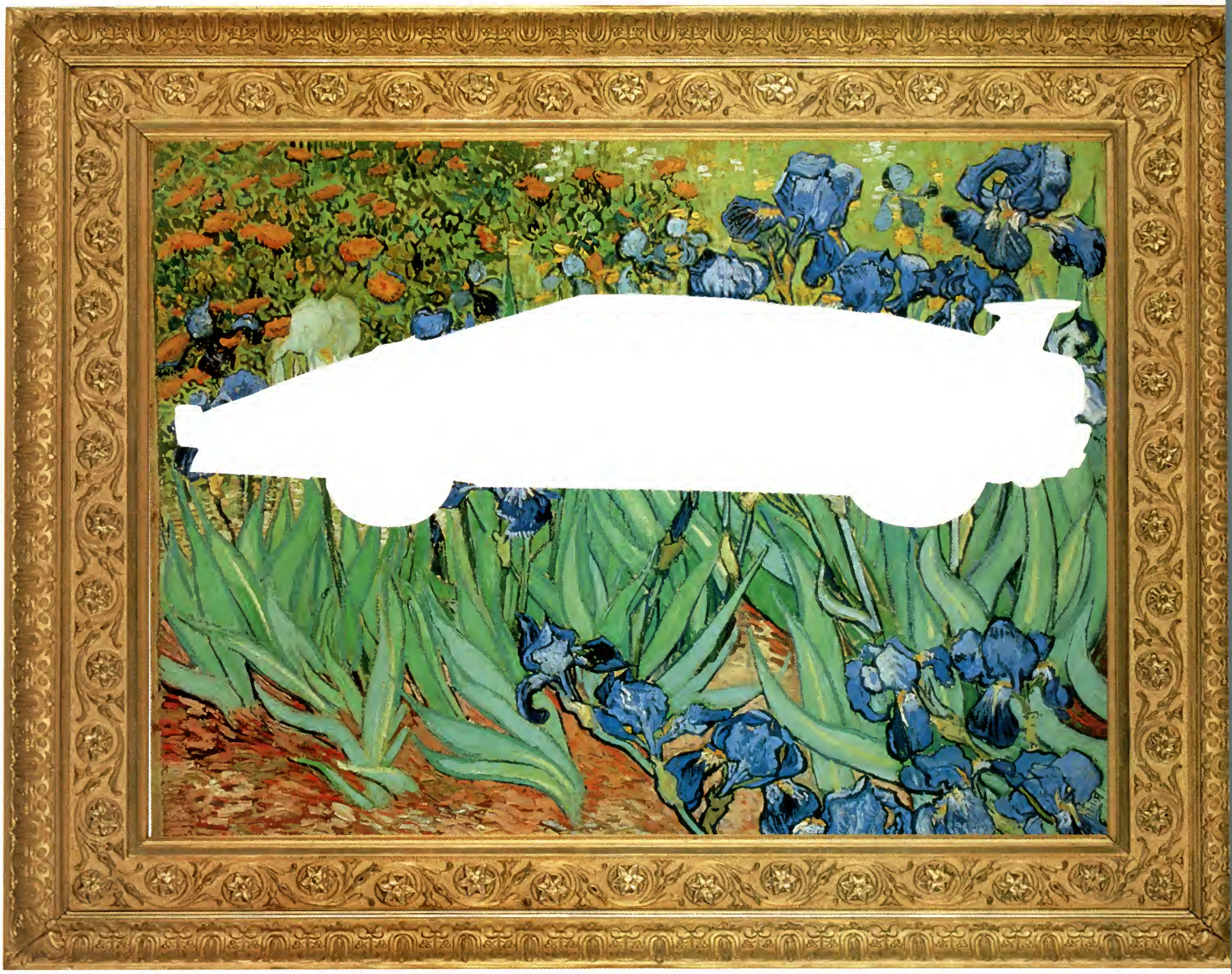
New Technology Versus Old Masters

By Ron Mwangaguhunga

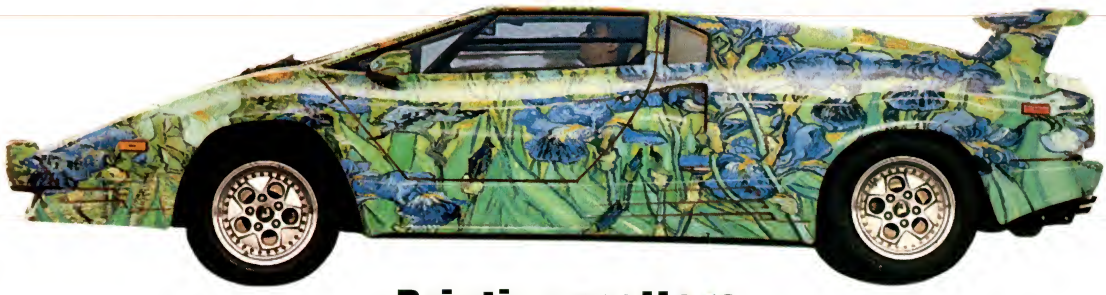
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Beverly Fishman, an influential contemporary artist, uses technology to create art. Reviewing databases as well as books for compelling images, she scans and manipulates them with her computer.

"I have worked through several different media," says Fishman, "the work before this body of work dealt with reproduction, cellularly. My media mimicked that ... I used the color copier and Photoshop to speak about reproduction, mutation, and rejuvenation. The newest body of work is about pharmaceuticals, the culture we live in ... the desire for the quick fix ... and how art promises the same kind of mind and body."



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Technology, in Ms.Fishman's case, allows her to express her modern themes. It would seem that a postmodern subject demands a postmodern medium. Although the drive to create art is primordial, the means have evolved. Design has entered into the conversation of art.

Fishman, Head of Painting at Cranbrook Academy of Art, represents the technology and graphic design friendly philosophy of many academies. "At Cranbrook, the student body, as well as the Faculty, use Macs ... it is the top choice for artists, designers, etc. My assistants use Photoshop and Illustrator to develop and design the pill shapes."

"As long as I can remember, I have been an artist. My parents were supportive of my interests, and I had my first set of oil paints at the age of four. My aunt came to visit from NY., and took me to the Philadelphia Art Museum when I was about four. It had a profound effect on me... I can remember a particular Dali, Duchamp, and Reubens that I thought were real events in my life," remenisces Beverly Fishman, ultimately concluding: " ... only to go back to the museum as a teenager and realize these were 'flat' objects!"

"There has been a blurring of boundaries between art and design," speculates Ms. Fishman. "I still think that my artwork will never reach the public domain, the way that design does. I am working on designing products with Peter Stathis, Head of 3-D Design, at Cranbrook Academy of Art. This collaborative effort is bringing artist and designer together: I am interested in this conversation ... and I make distinctions between the intention of these two efforts."

Ms. Fishman has an exhibition titled "Pharmaco-Xanadu" at Post Downtown Gallery in Los Angeles that opens the end of May through the end of August and early Fall, Ms. Fishman has an installation at White Columns, NYC. "The working title is Placebo...my continued interest in the complex cultural condition of the medicating of society."

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No way out > Bill Gates

PHOTO BY LUKE FRAZZA COPY BY RON MWANGAGUHUNGA

Bill Gates has friends in high places including **Bill Clinton**, but he can't get everything he wishes. As of press time the historic *Microsoft breakup case* is headed to the Supreme Court for review. Contrast that organizational chaos with the warm dinner party that **Steve Jobs** held for the President at his Palo Alto home exactly 5 years ago.

As we all know by now, the U.S. District Court in Washington, D.C decided to bisect Microsoft's empire. Although U.S. District Court Judge Thomas Penfield Jackson certified the Microsoft Corp. antitrust case for direct review by the Supreme Court in June, rumors circulated that Microsoft might move to British Columbia from Washington State to avoid the breakup. The rumor kept everyone guessing.

MacDirectory spoke with Microsoft to find out what is really going on:

"British Columbia's interest in Microsoft relocating to our neighboring province was greatly appreciated by us; we admire our neighbors to the north and think British Columbia is a wonderful place to do business," stated Microsoft.

Microsoft also told MacDirectory that Microsoft wants to stay in Redmond, and believes that when the appeals progress concludes, their legal position will be sustained.

Which brings us to a somewhat morbid joke told in the spirit of fun.

Bill Clinton, Bill Gates, and Steve Jobs were in an airplane that crashed. They're up in heaven, and God's sitting on the great white throne. God addresses Clinton first.

"Bill, what do you believe in?"

Bill Clinton replies, *"Well, I believe in power to the people. I think people should be able to make their own choices about things and that no one should ever be able to tell someone else what to do. I also believe in feeling people's pain."*

God thinks for a second and says, "Okay, that sounds good. Come and sit at my left."

God then addresses Steve Jobs. Steve, what do you believe in?"

Jobs replies, *"I believe humans are noble and honorable, and some of them are really smart. I have a very optimistic view of individuals. As individuals, people are inherently good. I have a somewhat more pessimistic view of people in groups."*

God thinks for a second, smiles, then says " Come and sit at my right."

God then address Bill Gates. "Bill Gates, what do you believe?"

Bill Gates says, "I believe you're in my chair."

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